

Instant success for Mortgage Brain's iPad sourcing app iSourceMortgages

September 23, 2013: Mortgage Brain's iPad pre-sales mortgage app for brokers, iSourceMortgages, has received widespread acclaim and become an immediate success during the first couple of months of its launch.

The app, which was launched in June, has been accessed and used over 5,200 times by hundreds of mortgage brokers and IFAs who are repeatedly using it to conduct quick and thorough whole-of-market mortgage searches for their clients.

In the last couple of months, the app has been used over 1,600 times and its mortgage calculators have been accessed and run over 2,300 times since its launch.

iSourceMortgages is the first of its kind in the mortgage industry and is designed for use during the initial stage of the point-of-sale process. Powered by the same technology as **ALL NEW** MortgageBrain, iSourceMortgages allows information on prospects to be collected, the best mortgages to be sourced and also features a number of easy to use illustrative mortgage calculators.

Nichola Barker, a Mortgage Intelligence broker at The Mortgage Way, is one of the app's early adopters and said, "We're hugely impressed with Mortgage Brain's new iPad sourcing app.

"It's incredibly easy to use with a good range of sourcing filters and mortgage calculators. It looks professional, it's fast and as it's made for the iPad, it's incredibly portable."

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Mark Lofthouse, CEO of Mortgage Brain, comments, “The initial use and adoption of iSourceMortgages, along with broker feedback, is absolutely fantastic. From the initial discussions we’ve had with early adopters it’s clear that brokers are recognising the importance of having all the tools they need to continue to meet their customer’s requirements.

“Specifically created for the iPad, iSourceMortgages takes advantage of the latest available mobile technology and is designed to enable intermediaries to professionally source the best mortgages available in the shortest possible time.”

iSourceMortgages is available for use by all mortgage brokers and IFAs and can be downloaded free of charge and used free for a trial period. A subscription of £10.00 + VAT per month applies thereafter.

- Ends -

NOTES TO EDITORS

About Mortgage Brain Limited

- Mortgage Brain Limited is the most widely used and preferred provider of point-of-sale, compliance, mortgage sourcing and electronic trading products and services for mortgage intermediaries.
- Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays Woolwich, The Lloyds Banking Group, Nationwide, Royal Bank of Scotland, Santander and Virgin Money.
- The consortium of six owners, together with their subsidiaries, collectively account for in excess of 70% of the new business mortgage market within the UK.
- Mortgage Brain Holdings Limited currently has over 20,000 users of its products and services.
- Mortgage Brain is a Microsoft Gold Certified Partner and has won a number of industry awards including the 2010, 2011 and 2012 Mortgage Strategy ‘Best Technology Provider’ Award, the Pink Service Award for ‘Best Technology Provider’, and ‘Technology Advocate of the Year’ at the 2010, 2011, 2012 and 2013 British Mortgage Awards.

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