

Mortgage Brain app now available on Windows Phone and Windows 8

UK, February 5, 2014: UKMortgages, Mortgage Brain's mobile app, which promotes brokers and mortgage products to consumers, is now available on Windows 8 and Windows Phone devices.

With over 70,000 consumers using it over 700,000 times since its launch and thousands of real leads being delivered to brokers, UKMortgages is the most comprehensive and widely used mortgage search and enquire application.

Available free-of-charge on Windows Phone and Windows 8 devices, as well as the iPhone, iPad and Android platforms, UKMortgages offers intermediaries the opportunity to generate increased business levels by marketing themselves directly with financially informed, potential homebuyers, throughout the UK.

The first of its kind in the UK, the app allows homebuyers to conduct high level mortgage searches, use a range of mortgage calculators, and then, through its 'Find A Broker' facility, use GPS navigation to show and provide contact details for the nearest broker.

Since its launch on Windows Phone and Windows 8 devices a few weeks ago, over 4,000 consumers have downloaded it to assist with their mortgage selection and to find a broker.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The continued growth in consumer downloads, along with the widespread broker participation with our 'Find A Broker' capability, is absolutely outstanding and we're delighted to have extended its availability by making it available on Windows devices.

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“As well as having a major impact among consumers, UKMortgages is providing great visibility and exposure for brokers as more and more leads are being put through to them at no cost whatsoever and new and ongoing sales opportunities continue to be generated.”

Launched in April 2012, UKMortgages is designed to support brokers’ sales channels by promoting them to consumers via next generation mobile devices and delivering free leads.

All brokers who use Mortgage Brain’s sourcing system are entitled to be promoted within the app’s Find A Broker sections at no charge and all leads and enquiries are passed on, again at no charge.

- 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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