

Mortgage Brain turns the Key with enhanced digital advice solutions

UK, October 17, 2017: A new version of the Key, Mortgage Brain's market leading POS and CRM system, has been launched offering a more customer-centric, digital advice journey through its integrated Client Portal.

The Key, used by thousands of mortgage advisers to support the sale of mortgages, insurance, life, loans and other products, has now been enhanced with an online customer Fact Find within its Client Portal.

This latest development is in addition to the recently announced secure document and messaging capabilities and forms part of the many changes and improvements being made to offer adviser's customers a more streamlined 'digital advice journey'.

The enhanced Client Portal can be accessed 24/7 on any device – computer, tablet or smartphone – and offers advisers and their customers a modern and flexible information gathering process.

The new functionality enables clients to complete the online Fact Find and send documents to advisers at a time that suits them, which can then be reviewed prior to any advice being offered.

A preferred route for many customers, this new digital information gathering process should save advisers around 30 minutes in the process and enables them to dedicate their time to mortgage advice.

More/...

- 2 -

Mark Lofthouse, CEO of Mortgage Brain, comments, "Offering clients the ability to provide Fact Find information, provide supporting documentation and secure communications, at a time and in a way that best suits them is better for all concerned. Saving around 30 minutes in the advice process and delivering better customer service at the same time is a massive leap forward in the digital mortgage advice journey.

"These new features are available to advisers now and at no additional cost. Through our continued investment of over 40% of our expenditure each year into product research and development, we regularly deploy more new capabilities into our products than other companies for the benefit of advisers and their customers."

- Ends -

NOTES TO EDITORS

About the Key

- [The Key](#) is the most comprehensive point-of-sale, compliance, CRM and business management system in the industry.
- With secure client data storage, the Key, supports the sale of mortgages, insurance, life, loans and other financial products and enables Mortgage Advisers to run their administration compliantly, securely and efficiently.
- It is integrated with both Mortgage Brain's whole of market sourcing systems, [MortgageBrain Classic](#) (desktop) and [MortgageBrain Anywhere](#) (offline) and competitor sourcing systems and also [Mortgage Trading Exchange \(MTE\)](#), for online mortgage submission and [MortgageBrain B2C](#) website plug-ins.
- Functionality is enhanced at least 3 times a year and supports all the latest regulatory compliance requirements.
- Comprehensive support is offered through free training webinars, guides and videos and a UK-based customer services team.

About Mortgage Brain Limited

- [Mortgage Brain](#) is an expert in technology and software solutions proactively supporting Lenders, Networks, Corporates and Intermediary Mortgage Advisers.
- Its integrated product suite includes First and Second Charge mortgage and Conveyancing sourcing - [MortgageBrain Classic](#), [MortgageBrain Anywhere](#), [LoansBrain](#) & [ConveyancingBrain](#), point-of-sale, CRM, compliance system - [the Key](#), online mortgage submission - [Mortgage Trading Exchange \(MTE\)](#), websites, calculators, plugins - [MortgageBrain B2C](#) and Data Analysis & Lending Solutions.
- Mortgage Brain has over 20,000 users of its products and services and is a Microsoft Gold Certified Partner.
- Industry awards include 4 times winner 'Best Technology Provider' at the Mortgage Strategy Awards, the Pink Service Award for 'Best Technology Provider', and 4 times winner of the 'Technology Advocate of the Year' at the British Mortgage Awards.
- Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays, Lloyds Banking Group, Nationwide, Royal Bank of Scotland, Santander & Virgin Money.



For further press information, please contact:

Damion Clark at the Mortgage Brain Press Office. **Tel:** 07789 911314

Email: damion@realpublicrelations.com

For all other enquiries, please contact:

Mark Lofthouse, CEO of Mortgage Brain. **Tel:** 07776 143 056 or 01527 557203

Email: mark.lofthouse@mortgage-brain.co.uk