

The Key remains firm favourite as DA sales double

UK, July 2, 2014: The **Key**, Mortgage Brain's market leading point-of-sale, compliance and CRM system, continues to cement its position as the most widely used CRM and back office solution, having seen sales to Directly Authorised brokers double over the past 12 months.

The award-winning system, which now has over 6,000 registered users, has continued to increase its widespread adoption and penetration in the mortgage and protection markets year on year since its launch.

Designed for use in a diverse range of organisations, the **Key**, which encompasses the most comprehensive and easy-to-use point-of-sale capabilities, is 'MMR compliant' and also provides full integration with Mortgage Brain, the Mortgage Trading Exchange and insurance and protection companies.

Mark Lofthouse, CEO, adds, "The **Key**'s advice, business management and compliance capabilities continue to not only meet the needs of today's brokers but additionally their future needs and we're delighted with its continued success.

"Over the past two years the **Key** has reinforced itself as the broker's first choice for a fully integrated business management solution, and in turn, has become the industry's most widely used CRM solution."

The **Key** provides market leading front end point-of-sale and compliance solutions coupled with full back office support including sales pipeline, commission management, reporting and compliance monitoring.

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NOTES TO EDITORS

About The Key

- The **Key** was acquired by Mortgage Brain in May 2006 and substantial investment has and continues to occur following its integration within the company.
- The **Key** was launched to the market in 2005 and offers mortgage intermediaries the best and most comprehensive point-of-sale, compliance and business management capability.
- The **Key** was developed to deliver a single technology solution to meet the needs of a mortgage intermediary's business and is integrated with the market leading sourcing systems and the Mortgage Trading Exchange, the only true electronic trading platform.

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.

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