

NEWS RELEASE

September 26, 2016

## SolutionBuilder<sup>®</sup> integrates with the Key to offer multi-benefit protection quotes

**UK, September 26, 2016:** Advisers can now gain instant access to multi-benefit protection quotes following a unique integration between iPipeline's SolutionBuilder<sup>®</sup> and Mortgage Brain's CRM system, the Key.

Available to all Directly Authorised advisers and any network with an agreement with iPipeline, the integration enables users of the Key to save time and resources by using SolutionBuilder<sup>®</sup> to research and compare both single and multi-benefit protection products on one screen.

By using SolutionBuilder<sup>®</sup> through the Key, quote data for multiple product categories including Life, Critical Illness and Income Protection can now be securely held for 90 days, and client details only need to be entered once. Results can also be compared side by side enabling easy identification of the best product for a client.

With secure client data storage, the Key supports the sale of mortgages, insurance, life, loans and other financial products and enables advisers to run their back office compliantly, securely and efficiently.

Mark Lofthouse, Mortgage Brain's CEO, comments, "In synergy with our own systems, iPipeline's SolutionBuilder<sup>®</sup> offers both modern and intuitive functionality and has been developed not only to support – but enhance – an advisers' business."

**More/...**

- 2 -

“This impressive systems integration offers features that can only improve the way advisers can advise and upsell protection products. Our partnership with iPipeline is another example of our proactive approach to developing relationships that bring a myriad of benefits to the industry.”

Paul Yates, Product Strategy Director, at iPipeline, adds, “We are exceptionally proud of SolutionBuilder® as it continues to gain recognition throughout the industry. It provides advisers with the most efficient and comprehensive way of comparing multi-benefit quotes and enabling both upselling and cross-selling to support a client's protection needs. This has been proven with users experiencing a 10% increase in productivity and a 20% rise in benefits per client – including a doubling of Income Protection.”

“We're delighted to be working with Mortgage Brain and the integration with the Key is a great success. Mortgage Brain's ethos of delivering pioneering technology solutions for advisers mirrors ours and we're committed to developing this partnership.”

- Ends -

## **NOTES TO EDITORS**

### **About the Key**

---

- [The Key](#) is the most comprehensive point-of-sale, compliance 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

**More/...**

## **About Mortgage Brain Limited**

---

- [Mortgage Brain](#) is an expert in technology and software solutions proactively supporting Lenders, Networks, Corporates and Intermediary Mortgage Advisers
- Their integrated product suite includes Mortgage, Secured Loan 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

## **About SolutionBuilder®**

SolutionBuilder® is an intelligent protection quote portal that allows advisers to easily compare all protection needs within a simplified and responsive user interface. Delivering a complete service, the portal uniquely supports all views of single and multi-benefit products so that advisers can quickly identify the right solution, based on their client's needs and budget.

## **About iPipeline UK**

iPipeline UK is a leading provider of business intelligence, e-quote, e-application, policy delivery, and policy holder services to the UK life and pensions market. iPipeline offers the UK's broadest range of integrated and licensed solutions used by leading providers, distributors, and their IFAs via their Websites or CRM systems. To learn how you can better use iPipeline's industry-leading solutions to streamline and accelerate your business activities, visit us at [www.ipipeline.com/uk](http://www.ipipeline.com/uk).

### **For further press information, please contact:**

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

**Email:** [damion@realpublicrelations.com](mailto:damion@realpublicrelations.com)

Jenny Burt, Marketing Manager, iPipeline **Tel:** 01242 211726 or 07712 011074

**Email:** [jburt@ipipeline.com](mailto:jburt@ipipeline.com)

### **For all other enquiries, please contact:**

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

**Email:** [mark.loffhouse@mortgage-brain.co.uk](mailto:mark.loffhouse@mortgage-brain.co.uk)