

The Key enhances integration capabilities with MortgageBrain Anywhere

UK, July 9, 2015: Mortgage Brain's vision of a fully online adviser process continues with a unique integration of two of its market leading systems – the Key, its point-of-sale, compliance and CRM system, and its new and totally online sourcing system, MortgageBrain Anywhere.

Via a secure two-way client data sharing and storing capability, a single adviser client database can now be accessed by both systems allowing an adviser to add a new client in one system and it appearing, simultaneously, in the other.

Mark Lofthouse, CEO of Mortgage Brain said, "The unique client data sharing capabilities between the Key and MortgageBrain Anywhere is an industry first and genuinely streamlines the sales process, delivers a better service to customers and saves brokers time.

"By using the Key and MortgageBrain Anywhere brokers can now provide new levels of service and interaction with their clients by conducting quick, yet thorough, whole-of-market mortgage searches and KFI production on any device and in any location."

Claudia Alves, from Devonshire Wealth Management, has been using the two systems and comments, "Being able to use the Key and MortgageBrain Anywhere in this way has made my life much easier. Now instead of gathering information from our clients at the meeting and lugging it back to the office I can now source data at the meeting and provide our clients with the options they require. This enables both me and our clients to talk through their mortgage options there and then saving us all a huge amount of time."

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Encompassing the most comprehensive and easy-to-use CRM platform, 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.

MortgageBrain Anywhere is a new addition to Mortgage Brain's suite of award-winning mortgage technology solutions and is an online alternative to MortgageBrain Classic, its market-leading desktop sourcing system. Over 1,000 mortgage brokers and financial advisers have adopted the system since it went on general release.

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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, 2012 and 2015 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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