

UKMortgages remains top mortgage search app with over 81,000 downloads

UK, June 12, 2014: UKMortgages, Mortgage Brain's mobile app, which promotes brokers and mortgage products to consumers, continues to top the charts as the most comprehensive and widely used mortgage search application.

Figures released today show that over 81,000 consumer downloads have taken place since its launch in 2012, resulting in the app being accessed and used over 826,000 times.

UKMortgages, which was recently singled out and promoted by software giant Microsoft for its availability on Windows devices, has also delivered thousands of 'real' leads to brokers, free of charge, with broker contact details being viewed over 43,000 times.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The on-going success of UKMortgages is outstanding. The app is the UK's most comprehensive mortgage search, compare and review mobile application available, which, as well having a major impact among consumers, provides great visibility and exposure for brokers listed on the app's Find A Broker function.

"More importantly, however, is the fact that more and more leads are being put through to brokers at no cost whatsoever, and as a result, new and on-going sales opportunities are being generated."

UKMortgages offers intermediaries the opportunity to generate increased business levels by marketing themselves directly with financially informed, potential homebuyers, throughout the UK.

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Available free-of-charge on the iPhone, iPad, Android platforms and Windows 8 and Windows Phone devices, UKMortgages allows homebuyers to conduct high level mortgage searches (broker products only), 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.

All brokers who use Mortgage Brain's mortgage sourcing system are entitled to be promoted within the Find A Broker section 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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