

## UKMortgages remains top of the charts as app is downloaded over 100,000 times

**UK, February 8, 2016:** 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 on mobile devices.

Figures released today show that the app has now been downloaded over 100,000 times and accessed and used almost 1.3 million times since its launch in 2012.

UKMortgages, which was singled out and promoted by software giant Microsoft for its availability on Windows devices, has delivered thousands of 'real' leads to brokers, free of charge, with every participating broker firm receiving an average of more than three each year.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The continued success and popularity of UKMortgages is nothing short of staggering. The app remains the UK's most comprehensive mortgage search, compare and review mobile application available, and continues to provide excellent visibility and exposure for brokers listed on the app's Find A Broker function.

"While it's great to look at the download and usage stats, the real sign of the app's success is the fact that more and more real leads are being put through to brokers at no cost whatsoever, and as a result, new and ongoing sales opportunities continue to be generated."

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UKMortgages offers intermediaries the opportunity to generate increased business levels by collective marketing directly with potential homebuyers throughout the UK.

Available free-of-charge to consumers on the iPhone, iPad, Android platforms and Windows PCs 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 brokers.

All brokers who use one of Mortgage Brain's mortgage sourcing systems (MortgageBrain Classic or MortgageBrain Anywhere) 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**

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- 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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