

## UKMortgages remains top of the charts as app is used over 1 million times

**UK, February 5, 2015:** 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 accessed and used over 1 million times since its launch just over two years ago.

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 on-going success of UKMortgages is simply stunning. The app is the UK's most comprehensive mortgage search, compare and review mobile application available, which provides outstanding 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 collective marketing directly with potential homebuyers throughout the UK.

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Available free-of-charge to consumers 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 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 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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