
UKMortgages tops the charts with over 55,000 downloads

UKMortgages, Mortgage Brain's mobile app which promotes brokers and mortgage products to consumers, is topping the charts as the most comprehensive and widely used mortgage search application.

Figures released today show that over 55,000 consumer downloads have taken place since its launch last year, resulting in the app being accessed and used over 400,000 times.

The first of its kind in the mortgage industry, UKMortgages has also delivered thousands of 'real' leads to brokers, free of charge, with broker contact details being viewed many tens of thousands of 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, is providing 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 new and on-going sales opportunities continue to be 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 and Android 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.

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.
- MBL Holdings, formed in 1986, is jointly owned by Barclays Woolwich, The Lloyds Banking Group, Nationwide, Virgin Money, Royal Bank of Scotland and Santander.
- The consortium of six owners, together with their subsidiaries, collectively account for in excess of 65% of the new business mortgage market within the UK.
- MBL Holdings currently has over 26,000 users of its products and services.
- Mortgage Brain is a Microsoft Silver 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 and 2012 British Mortgage Awards.

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