

PRESS RELEASE

Brokers promoted via personalised Client Portal

UK, FEBRUARY 27, 2018: Mortgage advisers can now showcase their professional image to customers by adding their own personalisation and branding to The Key's digital Client Portal.

The new functionality is the latest in a series of planned system enhancements and enables mortgage advisers to customise The Key's secure online Client Portal with logos, banners, images and a personalised colour scheme to match the company branding.

This latest version of The Key - Mortgage Brain's point-of-sale, CRM and compliance system - also features a number of further enhancements, including a new texting functionality for status actions and marketing mailshots, the ability for brokers to delete older client documents, and the option for customers to obtain and upload free credit reports from Noddle.

Saving brokers and mortgage advisers up to an hour per case in the information gathering process, the Client Portal is proving a huge hit with over 5,000 customers of advisers using the system as part of a modern, flexible and more customer-centric, digital advice journey.

Mark Lofthouse, CEO of Mortgage Brain, comments, "The image we portray sends an important message to clients as well as influencing how we feel about ourselves. It doesn't matter if you're a sole trader or a multi-national, the impact is the same, and it's crucial that customers view us as credible, professional and successful businesses.

More/...



- 2 -

“The new personalisation opportunities within the Client Portal allow brokers to do just that and this, along with the other recent enhancements we've made, offer advisers and their customers a professional, streamlined and efficient digital advice journey.”

A regular user of The Key, Alex Groom from AGA Mortgages, said, “On average we are saving at least an hour per case, possibly more by using the Client Portal. The system is making us look more professional and streamlined with clients and also offering a secure service.”

The Key Client Portal can be accessed 24/7 on any device or platform and features an online customer Fact Find and the ability for customers to securely send documents and messages to an adviser at a time and place that suits them,.

The system is part of a true end to end mortgage process, from lead generation through to mortgage submission via Mortgage Brain's unique integrated proposition. It is used by many thousands of mortgage advisers to support the sale of mortgages, insurance, life and loans.

- Ends -

ABOUT MORTGAGE BRAIN LIMITED:

- [Mortgage Brain](#) is an expert in technology and software solutions proactively supporting Lenders, Networks, Corporates and Intermediary Mortgage Advisers.
- Its integrated product suite includes;
 - First and Second charge, whole of market, online and desktop mortgage sourcing systems [MortgageBrain Classic](#) and [MortgageBrain Anywhere](#)
 - Standalone second charge sourcing website [LoansBrain](#)
 - Case tracking and quoting comparison portal [ConveyancingBrain](#)
 - Point-of-sale, CRM and compliance system with online client portal [The Key](#)
 - The multi-lender digital gateway, mortgage application platform, accounting for 60% of UK Lending [MTE, Mortgage Trading Exchange](#)
 - Websites, calculators, plugins [MortgageBrain B2C](#)
 - Lead Generation Suite for Advisers, including consumer facing app, website and Amazon Echo Skill [UKMortgages](#)
 - Data Analysis & Lending Solutions.

More/...



- 3 -

- Mortgage Brain has over 22,000 users of its products and services and is a Microsoft Gold Certified Partner.
- Industry awards include 4 times winner 'Best Technology Provider' at the Mortgage Strategy Awards, winner of the Best Sourcing System at the Financial Reporter Awards and 4 times winner of the 'Technology Advocate of the Year' at the British Mortgage Awards.
- Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays, Lloyds Banking Group, Nationwide, Royal Bank of Scotland, Santander & Virgin Money.

FOR FURTHER PRESS INFORMATION, PLEASE CONTACT:

Damion Clark at the Mortgage Brain Press Office. **Tel:** 07789 911314 or 01353 667934

Email: damion@realpublicrelations.com

FOR ALL OTHER ENQUIRIES, PLEASE CONTACT:

Mark Loffhouse, CEO of Mortgage Brain. **Tel:** 07776 143 056 or 01527 557203

Email: mark.loffhouse@mortgage-brain.co.uk

