

PRESS RELEASE

Love is in the air at Mortgage Brain

UK, FEBRUARY 14, 2019: With Valentine's Day today, mortgage technology expert, Mortgage Brain, is continuing to recognise the loyalty of its customers as part of a month long 'Love Your Customer' campaign.

Throughout February, Mortgage Brain has been selecting unsuspecting customers to receive a small token of appreciation in the form of a chocolate heart inscribed with the words, 'Love from Mortgage Brain.'

Those on the receiving end of the small gift are customers whose custom will range from just a few months to many years and are both DAs and ARs. They have been selected based on the number of years, months and days aligned to a particular date in February.

Mortgage Brain has already been celebrating extraordinary loyalty from its customers by running a charity guess competition that encouraged anyone in the industry to guess in years, months and days, the longest individual relationship that an Adviser has had with the company.

For every entry, Mortgage Brain made a donation to either Dementia UK, Steel Warriors (a charity tackling knife-crime), Mortgage Sleep Out or the NSPCC, depending on the entrant's choice. In total the number of guesses raised £1,200, which will be split amongst the good causes.

Going the extra mile for customers is the theme of the second prize draw, which is now being run until the end of the month.

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- 2 -

Advisers are now being asked to share one example of the many times that they have gone the extra mile for their customers. Each entry is entered into a prize draw for £50 worth of Amazon vouchers.

Suzanne Green, Director of Marketing and Direct Sales, at Mortgage Brain, comments "How and why brokers should be embracing technology and what will happen to their businesses if they don't is front of mind for all of us at Mortgage Brain. So, we felt that February was a great month to celebrate those Advisers out there who have embraced technology and are using it to deliver the very best to their customers.

"Whether they made new choices in the last few months or continue to use the latest generation of a system many years on, they deserve to be commended. This is our way of celebrating Advisers, their choices, their loyalty and their custom, whether they be new to Mortgage Brain or are longer term customers. They all deserve a thank you and a treat."

For more information follow on Mortgage Brain on LinkedIn and Twitter @mortgage_brain and use #loveyourcustomer.

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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.
- Mortgage Brain has over 22,000 users of its products and services and is a Microsoft Gold Certified Partner.



MortgageBrain

- 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.

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