

## PRESS RELEASE

**EMBARGOED: NOT FOR PUBLICATION OR BROADCAST TRANSMISSION PRIOR TO 07.00, MARCH 7, 2019:**

### Mortgage Brain acquires Criteria Hub

**UK, March 7, 2019:** Mortgage technology expert, Mortgage Brain, has completed the acquisition of leading criteria based sourcing solution, Criteria Hub.

The purchase of Criteria Hub strengthens even further Mortgage Brain's ability to deliver the best and most comprehensive suite of fully integrated mortgage technology solutions.

It further cements its position as the only provider to offer advisers a true end-to-end mortgage process, from lead generation and customer engagement through advice to mortgage submission and completion.

Criteria Hub uses ground breaking technology to help advisers quickly and efficiently match the needs of the customer with those of the Lenders. With products becoming more complex and increasing in number, the platform's capability has become even more important to advisers.

Over 3,000 advisers actively use the platform including Countrywide, John Charcol, Mortgage Force, Openwork, Tenet, TMA and numerous smaller firms.

In addition to offering an efficient service to advisers, Criteria Hub also provides details of the criteria used by advisers to Lenders and, with this insight, Lenders are able design and fine tune products to better meet the needs of customers.

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Mark Lofthouse, CEO of Mortgage Brain, comments, "We are absolutely delighted to welcome Criteria Hub to the Mortgage Brain family. Over the last four years, Criteria Hub has impressed many, including us, with its innovative technology and so we are thrilled and very much looking forward to coupling its platform with our own market leading systems.

"The acquisition of Criteria Hub demonstrates the next phase in our strategy to strengthen and extend our range of technology solutions and services for the benefit of all our customers. It's an excellent strategic fit with our business, and by bringing both technology providers together, we establish the best and broadest sourcing capability available, further reinforcing our leading position in the industry."

Jason Hegarty, Co-founder of Criteria Hub, adds, "The moment we opened discussions with Mortgage Brain it was clear to us that they were the perfect partner for Criteria Hub.

"We've always had a very clear vision of how the Criteria Hub platform will grow and evolve around our users and with Mortgage Brain we've found a partner that shares our core values and vision. Together we are set for a very exciting few years ahead."

Mortgage Brain has already started the integration of Criteria Hub with its unique online and offline sourcing systems, and its point-of-sale, CRM and compliance system, The Key, with further initiatives to be announced over the coming months.

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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.
- 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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