

### Affinity Mortgages drive faster client service through partnership with Mortgage Brain

**UK, August 27, 2019:** Mortgage adviser, Affinity Mortgages have chosen Mortgage Brain as its partner to help drive efficiency across the business.

The new partnership enables Affinity to benefit from The Key, Mortgage Brain's point-of-sale compliance and CRM system and its integration with MortgageBrain Anywhere, Mortgage Brain's online sourcing system.

Featuring a secure Client Portal, which can save advisers up to an hour per case, The Key offers an end to end process with one login, single data entry, reports and templates, lead generation directly back into system and a myriad of partner integrations.

As part of the agreement Mortgage Brain's innovative first and second charge integrated online sourcing system, MortgageBrain Anywhere, is also being used by Affinity's advisers for a fast, thorough and accurate mortgage search and selection process for their clients.

Jamie Lewis, Managing Director, Affinity Mortgages, comments, "We strive to find the mortgages that will work best for our clients, providing them with the right financial product that matches their circumstances. This partnership will support us in achieving these goals, while giving us more time to focus on creating value for our clients. We have a very clear vision on adding value to clients with the assistance of technology but without replacing humans within the mortgage process and Mortgage Brain really stood out as the most capable firm to assist us in this vision"

Mark Loffhouse, CEO of Mortgage Brain, adds, "The mortgage industry is changing – technology enables us to increasingly do more with less. We support proactive mortgage advisors like Affinity and to equip them with the right tools to focus on delivering the best possible results for their clients.

"We are proud to enable Affinity's advisers to save time through the use of an integrated CRM and mortgage search and selection process. We look forward to continuing to work with them as we develop our innovative product portfolio and drive faster client service."

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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](#)
  - Criteria mortgage sourcing – [Criteria Hub](#)
  - 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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