

PRESS RELEASE

Affordability Hub passes 30-lender milestone

UK, October 29 2020: Affordability Hub, the affordability-based sourcing system from mortgage technology expert Mortgage Brain, now has 32 lenders live on the platform.

The sourcing solution has recently passed the 30-lender milestone and welcomed Leeds Building Society onto the platform. Affordability Hub allows advisers to bring together information on the property, income, expenditure and debt of the client through a single, standardised form and then run it through the affordability calculators of participating lenders, with results delivered in less than a minute.

The benefits provided by Affordability Hub, from reducing the time taken to navigate through individual lender calculators to helping manage client expectations, have already been recognised by many thousands of advisers who have embraced the sourcing system since it was formally launched back in May. These span from large intermediary firms like John Charcol, Openwork, Sesame, Countrywide and Fluent Mortgages to significant numbers of individual advisers.

Affordability Hub is available to the whole market and is complimentary to fully registered users of Criteria Hub, Mortgage Brain's criteria-based sourcing system, as part of their existing licence.

Martese Carton, Head of Intermediary Distribution at Leeds Building Society, said: "Our focus on technology continues to support strong relationships with our intermediary partners."

"Affordability Hub transforms sourcing, aiding the broker at one of the most critical points of the advice process, making it easier and quicker to get to the decision point and we're delighted to be a part of this time-saving initiative."

Neil Wyatt, Sales & Marketing Director at Mortgage Brain, said: "We are delighted to welcome Leeds Building Society on board. The feedback we have received from advisers about Affordability Hub has been fantastic; there's no doubting that it is making a huge difference to their workloads, allowing them to quickly establish just how much their client will be able to borrow from lenders across the market. It's encouraging that more and more lenders are recognising the value of this sourcing option, enabling us to exceed the 30-lender milestone so quickly."

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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;

- o First and Second charge, whole of market, online and desktop mortgage sourcing systems [MortgageBrain Classic](#) and [MortgageBrain Anywhere](#)
- o Standalone second charge sourcing website [LoansBrain](#)
- o Case tracking and quoting comparison portal [ConveyancingBrain](#)
- o Point-of-sale, CRM and compliance system with online client portal [The Key](#)
- o Multi-lender mortgage application platform [MTE, Mortgage Trading Exchange](#)
- o New multi-lender online gateway due to launch in 2020 [Lendex](#)
- o Websites, calculators, plugins [MortgageBrain B2C](#)
- o Lead Generation Suite for Advisers, including consumer facing app, website and Amazon Echo Skill [UKMortgages](#)
- o Criteria mortgage sourcing – [Criteria Hub](#)
- o Affordability sourcing - [Affordability Hub](#)
- o Data Analysis & Lending Solutions.

Mortgage Brain has over 25,000 users of its products and services and is a Microsoft Silver Certified Partner.

Four times winner 'Best Technology Provider' at the Mortgage Strategy Awards, winner of the Best Sourcing System at the Financial Reporter Awards and four 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, NatWest, Santander & Virgin Money.

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