

PRESS RELEASE

The results are in: brokers turn focus to bringing in new clients

UK, October 15 2020: Brokers' biggest focus for their business is directly acquiring new clients, a poll of attendees at the Mortgage Vision event has revealed.

This year's event, hosted by mortgage technology expert Mortgage Brain, was the 11th annual Mortgage Vision event, but the first time that it has taken place entirely online. The event attracted over 800 registrations.

And it revealed that advisers are looking to the future, with 42% of respondents saying the biggest priority for their business is increasing their client base, the most popular response. Quizzed on what consumer trends they believe will have the biggest impact on their own mortgage process, the increased need for help for self-employed buyers and the shifting Stamp Duty thresholds shared top spot taking 37% of the votes each.

Looking at the issue of technology, and what sort of innovation would make the biggest difference to their business, half of delegates voted for 'an aggregated affordability platform that uses data from lender calculators'. Affordability Hub, an affordability-based sourcing system from Mortgage Brain, was formally launched earlier this year following a successful pilot and allows advisers to source products for their clients based on the results from participating lenders' affordability calculators.

The virtual Mortgage Vision was open to all advisers and free to attend. The event included presentations and appearances from Mortgage Brain, OneSavings Bank, Kent Reliance, InterBay, Fluent for Advisers, the Association of Mortgage

Intermediaries, Coventry for Intermediaries, Family Building Society, The Mortgage Mum, Right Mortgage and Protection Network, Mortgage Solutions and Skipton Intermediaries. Registration is still open to enter the virtual environment and watch the presentations on-demand, which will remain available until February 2021. To date around four out of every five (79%) delegates have returned to the virtual environment at least once since the event took place in September.

Neil Wyatt, sales and marketing director at Mortgage Brain, commented: "The appetite among advisers to continue to develop their skills and build even more successful businesses is undiminished, despite the difficulties of 2020. It's hugely encouraging that they are already looking to the future, both in terms of how to bring in new clients and also what issues are likely to be the priorities for those new clients.

"We had a fantastic response to this first virtual version of the Mortgage Vision event from attendees on the day itself, and the fact that so many advisers are returning to the virtual environment to catch up on presentations they would like to revisit demonstrates the ongoing value these events provide to advisers."

[Visit the Mortgage Vision website to access to the on-demand presentations.](#)

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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](#)
- Multi-lender mortgage application platform [MTE, Mortgage Trading Exchange](#)
- New multi-lender online gateway due to launch in 2020 [Lendex](#)
- 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](#)
- Affordability sourcing - [Affordability Hub](#)
- 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.

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