

PRESS RELEASE

Extended criteria and new 'critical' selection added to Criteria Hub

UK, APRIL 8, 2019: Mortgage Brain's criteria based sourcing solution, Criteria Hub, has been enhanced to offer advisers more criteria choice and a unique way of highlighting the importance of their clients multiple selection options when sourcing.

Mortgage advisers using Criteria Hub, which uses ground breaking technology to help advisers quickly and efficiently match the needs of the customer with those of the Lenders, are now also able to select up to six specific search criteria at any one time as part of the enhanced search capability. This is in addition to the single and unlimited criteria searches already available.

Additionally, each of the selected search criteria can be individually highlighted as 'critical criteria' enabling advisers to state which criteria are deemed as 'deal breakers' based on their client's individual circumstances.

Mark Loffhouse, CEO of Mortgage Brain, comments, "Having the ability to identify specific lending criteria as critical from the outset, particularly criteria that will affect client applications in part or full, allows advisers to offer the best possible advice solution to their clients.

"The extended multi-search functionality, with its 'critical criteria' selection option, will enable advisers to obtain and identify the most suitable Lenders in the shortest possible time and dramatically improving the overall customer journey."

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A new fast tracking video tutorial, which is available on the Criteria Hub dashboard, has also been created to enable advisers to quickly get up to speed with the new features and functionalities.

Over 3,000 advisers are actively using Criteria Hub including Countrywide, John Charcol, Mortgage Force, Online Mortgage Advisor, Openwork, Tenet, TMA, and numerous smaller firms.

In addition to offering an accurate and efficient service to advisers, the platform is also being used by Lenders to research and gain insight into the market, enabling them to design and fine tune products to better meet the needs of customers.

Mortgage Brain announced the acquisition of Criteria Hub last month, further cementing its position as the only technology provider to offer advisers a true and fully integrated, end-to-end mortgage process, from lead generation and customer engagement through advice to mortgage submission and completion.

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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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