

## PRESS RELEASE

### Integration with Synaptic's Webline now available through The Key'

**UK, MAY 8, 2019:** Webline, a leading online quote and e-apply portal from research software developer, Synaptic, is now available to mortgage advisers through a new systems integration with The Key, Mortgage Brain's POS, CRM and compliance system.

The integration enables users of The Key to save time and resources by using the Webline Portal to access the UK's top mortgage protection providers, obtain unlimited quotes 24/7, digitally compare different product rates and complete and submit applications electronically.

Webline, which has returned over a billion quotes since launch, forms part of the Synaptic Suite – a 'best advice' research and compliance tool providing a number of easy to use, web-based comparison services.

Paul Quarendon, Product Manager at Synaptic, comments, "We are delighted that Webline's integration with The Key will deliver better access to accurate and timely protection research from the UK's leading protection providers.

"Linking to one of the industry's leading mortgage point-of-sale and CRM systems such as The Key will help advisers complete a fully compliant fact find aiding their recommendation process. This partnership with Mortgage Brain completes the relationship between these two longstanding providers of leading software in the UK.

**More/...**



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Mark Lofthouse, CEO of Mortgage Brain, adds, "This latest systems integration offers features and benefits that can only improve the way advisers research, advise and upsell protection products.

"In synergy with our own systems, Synaptic's Weblines Portal offers modern and intuitive functionality and has been developed to support and enhance an advisers' mortgage and protection service. We're delighted to be providing our users with instant access to the Portal."

Developed with a customer-centric digital advice journey, The Key features its own online Client Portal and is part of a fully integrated end to end process and is used by thousands of advisers to support the sale of mortgages, insurance, life and loans.

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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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