

## PRESS RELEASE

### Ipswich Building Society goes live on Affordability Hub

**UK, December 14 2020:** Ipswich Building Society has become the latest lender to go live on Affordability Hub, the affordability-based sourcing system from mortgage technology expert Mortgage Brain.

Affordability Hub is available to the whole market and is offered complimentary to advisers who are fully registered users of Criteria Hub, Mortgage Brain's criteria-based sourcing solution, through their existing licence.

Affordability Hub offers advisers the opportunity to bring together information about their client – from the property they plan to borrow against, to their income, expenditure, and debt – in a single standardised form. This is then run through the affordability calculators of participating lenders, providing advisers with details of precisely how much their client could potentially borrow – and from whom – in less than a minute. Each step of the calculation is recorded, ensuring advisers enjoy a fully compliant audit trail, while any assumptions, deal-breakers or exceptions are clearly highlighted.

The sourcing solution formally launched earlier this year, and the addition of Ipswich Building Society means that well over thirty lenders are now live on Affordability Hub. These lenders account for around 85% of the mortgages sold in the UK.

Charlotte Grimshaw, Head of Mortgage Sales at Ipswich Building Society commented: "Affordability Hub is an exciting development and we are pleased to be a part of it. As a forward-thinking lender, we are always keen to support any

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innovations that can provide time-saving benefits to advisers, and which help make the whole mortgage process more efficient."

Neil Wyatt, Sales & Marketing Director at Mortgage Brain, said: "We are delighted to welcome Ipswich Building Society onto Affordability Hub. It's exciting to see lenders recognise what a difference this system can make and embrace it. The feedback that we have had about Affordability Hub makes clear what a dramatic impact it is having on the workloads of advisers, who no longer have to spend hours rekeying their client's details into each lenders' affordability calculators individually in order to confidently answer the question of how much that client may be able to borrow."

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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.

Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays, Lloyds Banking Group, Nationwide, NatWest, Santander & Virgin Money.

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