

Mortgage Brain announces Affordability Hub to transform mortgage sourcing

UK, September 5th, 2019: Mortgage technology expert Mortgage Brain, announces Affordability Hub. Its new solution will provide advisers with a single platform from which to assess the affordability of a mortgage from the leading lenders in the UK. Thus transforming the sales process as the adviser will know the amount that lenders are prepared to lend rather than the Lender agreeing to a specific requested amount.

The adviser provides information on the property, income, debts and expenditure and Affordability Hub sends this to the affordability calculators from over 30 lenders. The results are collated and presented graphically and also in a table that displays the maximum lending amount offered based on property, customer circumstances or both. Furthermore, a snapshot of the lender's results is retained and this, together with the results, provides a comprehensive compliance record to support the advice given.

Affordability Hub offers advisers the most comprehensive and detailed overview of affordable lending available in the market so that expectations are correctly set as part of the advice process.

This new service will be included with Mortgage Brain's sourcing and Criteria Hub systems at no additional charge. It will go into pilot in Q4 of this year and will then be made available to all Mortgage Brain and Criteria Hub users following a successful pilot.

Mark Loffhouse, CEO of Mortgage Brain comments: "Our announcement offers a step change in how advisers can source mortgages. By providing the adviser with the amount lenders are prepared to lend, we challenge the current process of the lender agreeing to lend a specific amount. Advisers, and in turn their customers, will have a new level of transparency on the range of affordable mortgage options from a wide range of lenders.

“Following our acquisition of Criteria Hub earlier this year, adding criteria based sourcing to our renowned product based mortgage sourcing solution, has been very well received by the market. Adding an affordability portal provides advisers with the finest technology proposition to enable them to give the best advice and service to their customers.”

Affordability Hub will be presented to advisers at Mortgage Vision, Mortgage Brain's free national intermediary only roadshow, which will take place from the end of September to end of November. Adviser registration and information for the 12 events can be found at www.mortgagevision.net.

Mortgage Brain is committed to offering a truly efficient end-to-end mortgage process – from case management to sourcing to application submission.

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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 'Best Sourcing System' at the Financial Reporter Awards and 4 times winner '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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