

## PRESS RELEASE

### Mortgage Brain announces new criteria live on Criteria Hub

**UK, September 16, 2020:** Brokers using Criteria Hub can now search across a host of new criteria on the market-leading criteria-based sourcing system from mortgage technology expert Mortgage Brain.

Over recent weeks a wide range of new criteria have been uploaded onto Criteria Hub, based on both the firm's own research and feedback from advisers. The new criteria have all now gone live, after lenders completed the process of supplying the relevant information, opening them up for broker use.

The new criteria include:

- Employment: CIS contractor assessment
- Maximum number of stories where no lift is present
- New build(s) purchased off-plan considered
- Property ownership: splitting of a title deed on completion
- Sole application joint proprietor
- Property construction: tower block with cladding
- Applicants on furlough

Sharon Marshall, Intermediary Sales Director at Mortgage Brain: "It's been a tumultuous time for the mortgage market of late, with lenders and brokers alike having to rapidly adapt to the challenges presented by Covid-19. But even outside of the pandemic brokers are faced with an ever-changing and complex criteria landscape, which is why Criteria Hub is such an important innovation,

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making it far easier for advisers to understand lenders' policy and identify the right products for their clients."

"It's crucial for us to respond to how the market is changing which is why it's so vital that we continue to expand the number of criteria on the platform. We would like to pay tribute to advisers for their amazing support, and to lenders who have recognised our mission and embraced it."

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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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