

PRESS RELEASE

Mortgage Intelligence adds Criteria Hub for complete sourcing solution

UK, JUNE 24, 2019: Leading network and mortgage club, Mortgage Intelligence, has selected Mortgage Brain's Criteria Hub as its preferred criteria based sourcing solution for its Appointed Representatives (ARs) and Directly Authorised (DAs) members.

Recently enhanced to offer advisers more criteria choice and a unique way of highlighting any of their client's multiple selection options that are critical or deal breakers, Criteria Hub uses ground-breaking technology to help advisers quickly and efficiently match the needs of the consumer with those of the Lenders.

As part of the agreement, Network and Mortgage Club advisers will now be able to use Criteria Hub alongside Mortgage Brain's online and offline sourcing systems, and The Key, its POS and CRM system, as part of a complete, end-to-end mortgage sourcing solution.

Sally Laker, Managing Director at Mortgage Intelligence, comments, "We've had a really strong relationship with Mortgage Brain over a number of years and this new addition to its proposition demonstrates its understanding and vision in the mortgage advice market.

"Like us, Mortgage Brain is committed to driving forward technology initiatives and solutions that deliver business benefits that make a real difference to mortgage advisers, lenders and customers alike.



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“With the addition of Criteria Hub, our Appointed Representatives and Directly Authorised members now have access to a complete and in-depth mortgage sourcing proposition and can offer their customers a more integrated, end-to-end mortgage advice process.”

Mark Lofthouse, CEO of Mortgage Brain, adds, “To receive the continuous endorsement from a company such as Mortgage Intelligence is testament, not only to our ability to deliver the best and most innovative systems proposition available, but the unrivalled levels of flexibility, adaptability and responsiveness that we offer to all of our partners.

“We’re incredibly proud of our position as the mortgage sourcing partner of choice with Mortgage Intelligence and we’re looking forward to continuing to work with them and their advisers as part of this new venture.”

Over 3,000 advisers are actively using Criteria Hub including Countrywide, The Right Mortgage & Protection Network, John Charcol, Mortgage Force, Mortgage Intelligence, Fluent Money for Advisers, 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.

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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](#)



MortgageBrain

- 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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