

PRESS RELEASE



TFA Trusted Financial Advice signs three year deal with Mortgage Brain

UK, MARCH 19, 2018: Independent financial advisers, TFA - Trusted Financial Advice, has become one of the latest in a long line of companies to select Mortgage Brain as its preferred mortgage sourcing solution partner.

The firm, which operates throughout the South and South West of England, has agreed a three year contract to provide its advisers with access to Mortgage Brain's fully integrated, innovative first and second charge online and desktop sourcing systems, MortgageBrain Anywhere and MortgageBrain Classic.

Mortgage Brain was chosen because of the range and depth of its integrated product suite, its customer service levels and unrivalled track record, as well as its flexibility, adaptiveness and responsiveness.

Charly Higman, Mortgage Director at TFA said "We're delighted to be offering our mortgage advisers access to the best sourcing systems available. The advances Mortgage Brain has, and continues to make, to its technology solutions shows a true commitment to not just keep pace with, but lead, the constantly evolving mortgage advice market.

"We have no doubt that its sourcing systems are the best solutions for our advisers now, and into the future."

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Mark Lofthouse, CEO of Mortgage Brain, adds, "Unlike any other mortgage technology provider we invest over 40% of our expenditure each year into product development. The result is the ability to create and deploy the latest, fully integrated, technology solutions available and constantly adapt to the changing needs of the industry.

"We're delighted to be working with TFA and further developing a long and mutually beneficial partnership relationship."

In 2018 Mortgage Brain saw over 2,000 new customers choosing to use one or more of its products and services, including a host of national networks, corporate firms and individual adviser firms.

Earlier this month it announced the acquisition of criteria-based sourcing solution, Criteria Hub, further cementing its position as the only provider to offer advisers a true end-to-end mortgage process, from lead generation and customer engagement through advice to mortgage submission and completion.

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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.

ABOUT TFA TRUSTED FINANCIAL ADVICE

- TFA Trusted Financial Advice is a trading style of Tom French and Associates Ltd and is authorised and regulated by the Financial Conduct Authority.
- TFA was established in 1997 and offers independent financial and mortgage advice to both individuals and businesses.
- TFA has £445 million of funds under influence across the UK with offices in Devon, Cornwall & Hampshire and advisers based throughout the South and South West.
- 2019 awards include "Highly Commended" at the 2019 NatWest Local Hero Mortgage Awards.
- Further information can be found at www.tfagroup.co.uk

FOR FURTHER PRESS INFORMATION, PLEASE CONTACT:

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