

PRESS RELEASE

Usage of Mortgage Brain's Criteria Hub increased by 147% in 2019

- Usage of Criteria Hub more than doubled over the year
- More than 817,000 searches were carried out in 2019
- October 2019 the busiest month of the year

UK, March 5 2020: More than 817,000 searches were carried out on Mortgage Brain's Criteria Hub last year, an increase of 147% on the 330,309 searches performed in 2018.

Criteria Hub is a comprehensive suite of lender criteria, that provides an accurate and swift service to advisers by matching the needs of the customer with those of the Lenders. It offers a unique way of highlighting a client's criteria that are critical or deal breakers and has over 700 search criteria providing over 45,000 Lender entries.

With every criteria verified by the relevant Lender, the vast suite of information covered allows advisers to save substantial amounts of time otherwise spent going through the criteria documentation from each individual lender and enables an Adviser to best match their client's needs and give the best quality advice possible.

The platform is also 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.

October was the busiest month of the year, with almost 86,000 searches taking place, while on a quarterly basis the third quarter was the most active, with more than 220,000 searches being performed.

Mark Loffhouse, CEO of Mortgage Brain, commented: "The mortgage market is an incredibly competitive place, and this has led to lenders attempting to stand out from the crowd by adopting diverse criteria for their product ranges. With borrowers' own circumstances increasingly more complex, matching the client with the right lender and product becomes more difficult and time-consuming.

"Technological solutions like Criteria Hub takes on a lot of the heavy lifting, allowing intermediaries to get detailed information from a host of lenders in a single place, and devote more of their time towards actually advising their clients. Criteria Hub is essentially the Google for mortgages, swiftly helping advisers identify precisely which lenders can support their clients' needs."

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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;

- o First and Second charge, whole of market, online and desktop mortgage sourcing systems [MortgageBrain Classic](#) and [MortgageBrain Anywhere](#)
- o Standalone second charge sourcing website [LoansBrain](#)
- o Case tracking and quoting comparison portal [ConveyancingBrain](#)
- o Point-of-sale, CRM and compliance system with online client portal [The Key](#)
- o Multi-lender mortgage application platform [MTE, Mortgage Trading Exchange](#)
- o New multi-lender online gateway due to launch in 2020 [Lendex](#)
- o Websites, calculators, plugins [MortgageBrain B2C](#)

- o Lead Generation Suite for Advisers, including consumer facing app, website and Amazon Echo Skill [UKMortgages](#)
- o Criteria mortgage sourcing – [Criteria Hub](#)
- o Affordability sourcing - [Affordability Hub](#)
- o Data Analysis & Lending Solutions.

Mortgage Brain has over 22,000 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, Royal Bank of Scotland, Santander & Virgin Money.

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