

Moneyfacts to launch new B2C solution for the intermediary market at Mortgage Business Expo

Moneyfacts is proud to announce the launch of its new B2C sourcing facility, the Moneyfacts iFrame, for Intermediaries at next weeks Mortgage Business Expo.

The solution comes in the form of an iFrame that sits within Intermediaries' own websites and allows them to offer a full mortgage search and best buy tables for their customers to access. The customer facing part is based on the Moneyfacts.co.uk comparison website.

Intermediaries customers can get background details on each product send a quick enquiry to the intermediary asking them to contact them to discuss their needs or even complete a full enquiry which will pre-populate a complete client record in Moneyfacts' free Whole of Market Intermediary Sourcing System – eMoneyfacts.

The difference between this and other systems that have been launched to the market is that first and foremost it is a B2C solution. It has been working on Moneyfacts.co.uk comparison for some time and its effectiveness at attracting leads is already proven.

Secondly the system is directly integrated to the eMoneyfacts.co.uk online sourcing system which is available to any FSA regulated broker free of charge, meaning that brokers don't have to re-key applicant details and can proceed straight to searching for products and even applying for deals online through the Mortgage Trading Exchange.

Finally, the sourcing system has been designed with the intermediary in mind and from just £50 per month, any intermediary can have a solution that is as robust as any online comparison site at a realistic price.

The system will show direct deals as well as intermediary products, meaning customers have total faith that the broker is representing the whole of the market. It also means brokers get the chance to cross-sell to customers who may have chosen a direct only deal.

In summary, the system offers intermediaries:-

- **A professional and proven comparison site facility costing from just £50 a month**
- **Rich content that adds value to their existing site**
- **A solution to drive valuable customer leads**
- **A link to Moneyfacts, free sourcing system eMoneyfacts**
- **The ability to style the solution so it fits in with the look and feel of any site**
- **Moneyfacts track record in providing data and white-label solutions to web and comparison sites**

Ed Payne, Commercial Manager at Moneyfacts commented: "In launching the iFrame solution, we are offering a solution to those intermediaries who want to have a B2C sourcing and comparison solution on their websites at a price they can afford.

"This is a whole of market solution and we have deliberately included direct products. This is a deliberate step on our part, as intermediaries customers will be looking at other comparison sites that already show these deals.

"Whether we like it or not, intermediaries don't have access to certain deals or lenders. The challenge for them is to adapt to the current market by increasing GI and protection sales and potentially charging a fee for arranging direct deals.

“Even if they are looking at a direct deal, customers often still want and value intermediary advice to assist them with administration and ensure that cases are well packaged to ensure fast turnaround times. That is why we have launched this system on a whole of market basis and many brokers are interested in taking it up.”

The first company to start using the iFrame is www.MortgageRoute.co.uk based on the Wirral. Its MD, **Chris Clare** said: “The Moneyfacts iFrame is a fantastic proven solution which will allow our customers to browse for the best mortgage deals on our site with the back up of a professional intermediary when they need it, rather than having to go to a comparison website.”

“We have used similar solutions in the past but the cost, track record and integration to their free mortgage sourcing system means this solution provides incredible value whilst driving much needed leads to us.”

For further information, please contact Ed Payne, Commercial Manager, Moneyfacts Group on 07918 907528 or email epayne@moneyfacts.co.uk.

Note to Editors

About The Moneyfacts Group

Moneyfacts is recognised as the UK's leading provider of independent personal finance information. For the last 20 years, Moneyfacts' information has been the key driver behind many personal finance decisions, from the Treasury to the high street.

Our fast growing consumer website www.moneyfacts.co.uk helps customers understand personal finance products and gives them with the ability to check the latest best buy products and to search the whole market for products that suit their individual circumstances.

The group also supplies best buy charts to many of the UK national newspapers, with a total weekly readership in excess of 22,000,000. From its Norwich headquarters, Moneyfacts also provides the raw personal finance data that powers over half of online comparison websites.

Our dedicated research experts produce three monthly publications as well as providing real time news and data services to the majority of banks and building societies. Additional information can be found at www.moneyfactsgroup.co.uk.

Contact us...

Looking for extra comment, a chart or more information, then please give us a call. We are always more than happy to help.

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