



## What we offer

We have developed a large range of mortgage search and comparison tools that will plug in to your website enabling your customers to make an informed choice and then send a good quality enquiry to your business.

## The Benefits to you

- Generate mortgage leads online to potential customers
- Don't get involved with time-wasters - potential customers can research the market on your website without your involvement.
- Lenders' details can be hidden - prompts those really interested to make an enquiry and obtain advice.
- Promote exclusive products not available on the high street or offer your own best buys table.
- Generating leads for your adviser firm without the need to purchase expensive data.
- Offer whole of market or panel selection - fits customer and business needs.
- Use your own company branding.
- No expensive software development time required.
- Help with your search engine optimisation and increase your website traffic.

## Who we are

After a great deal of investment, research and development the Mortgage27 system was created by a group of people who first delivered mortgage comparison software to the UK in 1987 and therefore have a wealth of experience in this area.


## An example of how our tools can plug in to your website

Here you can see just one of our many search tools tailored to suit this example mortgage broker's website.

Most of our search tools work using a simple 3 step process as follows:

### Fact Find - The prospective client fills out a small set of questions about their mortgage requirements

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Home Home About Us Contact Us

**One Minute Search** Enquire

Please complete all questions:

How much is the property worth? (£)	<input type="text" value="200,000"/>	✓ ?
How much do you want to borrow? (£)	<input type="text" value="175,000"/>	✓ ?
Over how many years?	<input type="text" value="25"/>	✓ ?
How would you like to pay?	<input type="text" value="Repayment"/>	✓ ?
How will the property be used?	<input type="text" value="Residential"/>	✓ ?
What type of mortgage would you like?	<input type="text" value="Purchase"/>	✓ ?
What's the highest earner's total annual income? (£)	<input type="text" value="50,000"/>	✓ ?
Second applicants total annual income? (£)	<input type="text" value="30,000"/>	✓ ?
Do you have any history of court judgements or bank defaults?	<input type="text" value="No"/>	✓ ?
Please choose a type of product or select All	<input type="text" value="Fixed Rate"/>	✓ ?

[Show Me Rates](#)

- One Minute Search
- Five Minute Search
- Lender List
- Best Buys
- Enquiry
- Mortgage Toolbox
- Best Buy Fixed
- Best Buy Tracker
- Best Buy Discount
- Best Buy Capped
- Mortgages
- Difficult Cases
- Buy to Let
- Insurance
- Conveyancing
- Will Writing

## Results - The client is shown results based on those requirements

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[Home](#) [Home](#) [About Us](#) [Contact Us](#)

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One Minute Search	Results	Enquire							
Lender	Initial Rate	Mortgage Type	For / Until	Subsequent Rate	The overall cost for comparison is	Early Repayment Charge	Monthly Payment*	Total Lender Fees*	Enquire
Lloyds TSB	4.99%	Fixed	Sep-2013	3.99%	<b>4.60% APR</b>	30-Sep-2013	£1,027.25	£1,344.00	<a href="#">Go</a>
Lloyds TSB	4.99%	Fixed	Sep-2013	3.99%	<b>4.50% APR</b>	30-Sep-2013	£1,027.25	£1,344.00	<a href="#">Go</a>
HSBC The world's local bank	5.09%	Fixed	Dec-2012	3.94%	<b>4.30% APR</b>	31-Dec-2012	£1,031.12	£274.00	<a href="#">Go</a>
Furness BUILDING SOCIETY	5.24%	Fixed	Sep-2012	5.44%	<b>7.20% APR</b>	30-Sep-2012	£1,051.50	£1,189.00	<a href="#">Go</a>
Lloyds TSB	5.69%	Fixed	Sep-2013	3.99%	<b>4.70% APR</b>	30-Sep-2013	£1,094.61	£449.00	<a href="#">Go</a>

1 2 3 4 5 6 7

**\* Total Lender Fees based on £200,000 Property Valuation £175,000 Loan**

[Go Back](#)

You May Be eligible for: 35 mortgages

[Enquire](#)

**YOUR HOME MAY BE REPOSSESSED IF YOU DO NOT KEEP UP REPAYMENTS ON YOUR MORTGAGE**


Although great care is taken to ensure that product details are as accurate as possible no liability can be accepted for errors or omissions. To confirm details and availability of any product please click the enquire button.

## Enquiry - The Client clicks any Go button on the results screen to make an enquiry about a specific product

At this point you have 2 options for how you will receive the enquiry:

1. You can present the client with the enquiry form below that will send the details to your email address and into our site management system where you can respond to the enquiry and see their mortgage requirements
2. You can direct them to your sites own enquiry form and back end office systems.

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Home Home About Us Contact Us

One Minute Search Results **Enquire**

Please provide sufficient information to contact you:

First Name: *	<input type="text" value="Prospective"/>	Last Name: *	<input type="text" value="Client"/>
Landline: *	<input type="text" value="01932 283022"/>	Mobile:	<input type="text"/>
Email Address: *	<input type="text" value="Prospect@gmail.com"/>	Preferred time to call:	<input type="text" value="Morning"/>
Your Enquiry:	<b>I am interested in a 4.99% Sep-2013 Fixed Rate product from Lloyds Tsb Scotland</b>		
Extra Information required: *	<input type="text" value="I would like a new deal as soon as possible please"/>		

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[Contact Me](#)

Use our secure form to discuss any query you have. This is obligation free and will not affect your credit rating. We are authorised and regulated by the [FSA](#) for your peace of mind and protection.

## Enquiry Management System

As part of our suite of mortgage tools we also give you a site manager that allows you to deal effectively with the enquiries the mortgage tools generate.

The system will also provide options for you to change several aspects of your tools such as your panel of lenders or showing/hiding the lender logos.

You will also be able to see trend information about the type of mortgages your clients have been looking for giving you ideas about how you can give your prospective clients what they are looking for in future.

## We can make bespoke tools to your requirements

You may want to combine particular questions or other elements and graphics into a tool that brings clients to your business.

We can work with you to get those clients.

Here is an example of one of our bespoke tools where the questions are aimed at clients with an existing mortgage and the tool only returns products that will beat their current payments.

Mortgage Checker Enquire

### Can you save money by remortgaging to a different lender/rate?

How much is your home worth? (£)	<input type="text" value="200,000"/>	<input type="button" value="?"/>
What is your current loan amount? (£)	<input type="text" value="160,000"/>	<input type="button" value="?"/>
What is your payment method?	<input type="text" value="Repayment"/> <input type="button" value="v"/>	<input type="button" value="?"/>
Repayment - How many more years have you got to pay on your mortgage?	<input type="text" value="25"/>	<input type="button" value="?"/>
Do you know what interest rate are you currently on? (%)	<input type="text" value="4.24"/>	<input type="button" value="?"/>
What is your current monthly mortgage payment? (£)	<input type="text" value="950"/>	<input type="button" value="?"/>

## Where do we go from here?

If you would like to discuss your requirements further then call:

James Sadler on 07973 414645 or email [James.sadler@mortgage27.co.uk](mailto:James.sadler@mortgage27.co.uk)

Alternatively use the contact form on our website [www.mortgage27.co.uk](http://www.mortgage27.co.uk)