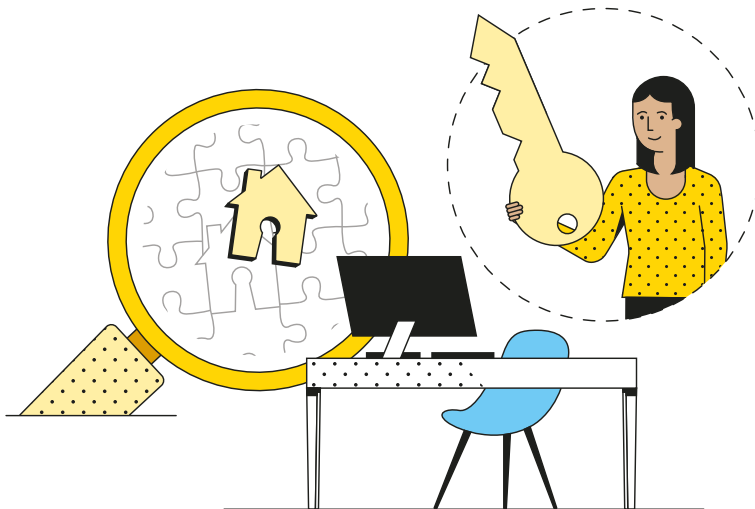


Introducing our affordability website plug-in with API options.



For advisers only

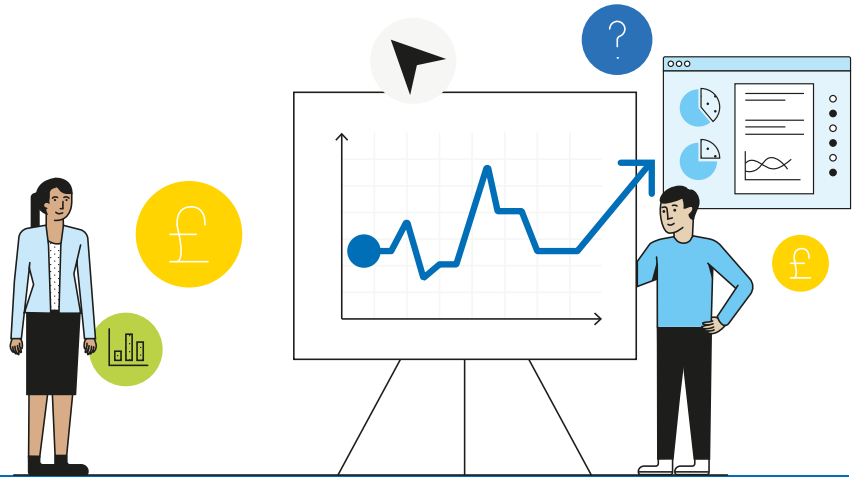


Our affordability website plug-in, gives you the opportunity to help clients find out their mortgage affordability on your website, using a simple digital tool. It generates valuable mortgage lending information for your clients, and rich leads that go directly to your email or CRM.

Integrating our technology into your website helps clients to:

- ✓ Find out how much they can borrow
- ✓ Enter their information just once, rather than filling out repetitive, long forms
- ✓ Request an adviser follow-up after seeing their results
- ✓ Gather affordability results from our panel of over 60 lenders

Key benefits



Eliminates re-keying data

Client information can be sent directly to your *CRM or email

*Currently only available with Smartr365 and One Mortgage System (OMS).



Gives you richer leads

Eliminate those clients who are ineligible and proceed more efficiently with the ones that are eligible



Cost-effective competition

Give clients the same functionality offered by larger brokers



Positive digital-first experience

Offer clients a quick and easy online experience and a positive first impression

How it works?

We offer 2 integration options for your website:

1 Our **ready-to-go** option

- A plugin for Wordpress sites
- Uses our pre-existing fact-finding questionnaire
- Mobile optimised
- Small number of questions promotes a positive user experience and client journey
- Clients can enter personal details for follow-up adviser contact
- You receive all information, including client results, to an inbox of your choice or CRM*

*Currently only available with Smartr365 and One Mortgage System (OMS).

2 Our **bespoke build** option

- For advisers that choose to use web developers for coded integration
- Uses your own fact-finding questionnaire, with data sent to our affordability calculator via an API to generate client results
- Clients can enter personal details for follow-up adviser contact
- You receive all information, including client results, to an inbox of your choice

You can add your own brand colours to seamlessly blend the tool into your website. Brand logos cannot be added to the tool.

Interested in knowing more?

If you would like to know more:

Call us on **0345 0260092** (lines will be open Monday to Friday 9am to 5.30pm.
We may record and monitor calls. Call charges may vary)

Or email us at mss@landg.com

Visit: legalandgeneral.com/adviser/mortgage-club/