

Affirmed! Online Key Facts Illustrations give added value to Affirmative Finance

Affirmative Finance implements a new online solution based on Linksfeld Technologies' key-facts.com™ platform

“Having Linksfeld’s platform underpinning our KFI offering is proving a phenomenal success,” says Gary Lederberg, Director at Affirmative Finance. “Our brokers can create KFI’s online securely and whenever they need to. We’ve empowered them to create illustrations for their customers immediately. Our Admin team then uses the data keyed by the broker to formulate an Offer Letter in a third of the time it used to take us. Our legal approved the tem- for our compliance so an Offer Letter is pre- curate and 100% us to focus more on getting customers their regulated mortgage loans faster and with better customer service.”

“We’re in a business that’s all about time saving”

team has pre- plates and parameters we all know that when sented, it’s 100% ac- compliant. It’s allowed

Affirmative Finance, one of the UK’s leading short term finance lenders for regulated loans against property, wanted to offer an online system for their intermediaries to create FSA compliant Key Facts Illustrations (KFI’s) for their customers in real-time. Specialising in speed of delivery for their intermediaries, who are then able to pass on this advantage to their customers, Affirmative Finance has a number of advanced systems in place to react extremely quickly to customer requirements. A central aspect to this is providing compliant and accurate KFI’s without the compliance approvals bottleneck.

With Linksfeld Technologies’ hosted and managed online KFI solution, Affirmative Finance is able to offer even faster turn around on approvals to intermediaries and ensure 100% compliance for regulated mortgage loans. What’s more, the KFI offering from Linksfeld allows Affirmative’s back-office staff significant time savings on creating Offer Letters. The Linksfeld KFI solution pre-populates a range of documents, such as Offer Letters and Reports, with the information and calculations tabulated from an intermediaries’ completion of an online form. Because the service is online, both Affirmative staff and Brokers can access their KFI 24/7.



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– Gary Lederberg
Director,
Affirmative Finance

Benefits to Affirmative are impressive—and quick to show ROI.

In the first three months, Affirmative has :

- Registered 76 brokers
- Generated 72 KFI’s
- Generated 36 Unique Offer Letters
- £11.4 million in offers made

"I love the time saving of not having to re-type all those faxes from the brokers into our system", says Kate Carlisle, one of Affirmative's administrators. "We're in a business that's all about time saving – getting the customer their loan as soon as we can approve it. I see how this online system helps do that, it's really quite clear. When the broker creates the KFI online it gives our team the basic information for creating the Offer Letter – and it goes straight into our standard template for the underwriters to approve. It's great when I can produce the Offer Letter for the customer so quickly now – they're happy, the broker's happy and that means we're happy too."

When an intermediary fills in a request form through Affirmative's secure KFI internet site, all data and text fields are considered in a sophisticated manner so that not only VAT and APR calculations are made accurately, but look-up tables are referenced and even the document's plain English format flows logically, and includes personalised language. Linksfeld also created 'intelligent templates' for Affirmative to create Offer Letters in less time and with more accuracy than manual procedures. The *key-facts.com*TM system also caters for version control of these documents, so that revisions to KFI's created by brokers, and Offer Letters created by different team members, are fully synchronised. Because Affirmative Finance's legal and management teams created and pre-approved all the templates for KFI and Offer Letters, Affirmative Finance can be highly confident that their automated paper processes are always compliant.

Accurate and timely reports generated by the system also keep Affirmative Finance on top of what their intermediaries need, and where new market opportunities lie. The Linksfeld system enables Affirmative to issue reports by activity period, value of loans under offer, top performing intermediaries and a variety of other important facts and statistics ... giving management and admin staff at Affirmative the precise tools they need to analyse and improve performance.



About Affirmative Finance

Affirmative Finance offers a broad product range to meet general market requirements, and differs from other lenders in speed of delivery. We have an in-house legal team with instant access to land registry, and advanced systems in place to react extremely quickly to customer requirements.

For more information on

Affirmative Finance please visit

www.affirmativefinance.co.uk

or call 08701 123 111

(Manchester, UK)

About Linksfeld Technologies

Founded in 1999, Linksfeld Technologies Ltd is a leading UK technology consultancy and services company based in London who specializes in software solutions for financial services and offers expertise in Business Process Automation and Systems Integration. Linksfeld's principals and team have the necessary blend of solid technology expertise, operational experience and commercial proficiency to advise organisations how best to make use of the constantly proliferating set of technologies, balancing efficiency with cost and value. In addition, the Linksfeld team has a wealth of experience delivering software solutions in the financial services space. Clients include house-hold names in both the private and public sectors, including Bupa, Co-op, Debenhams, GE Life, IBM, NatWest, Thomson, Unisys, the Department for Education and Skills and the Home Office.


Putting technology to workTM

7th Floor, Northway House
1379 High Road, Whetstone
London, N20 9LP, UK
Tel: +44 (0)20 8492 3570
Fax: +44 (0)870 429 2098
Email: info@linksfeld.com
Web: www.linksfeld.com