

Cheval Property Finance Delivers Thousands of Stress Free KFIs to Intermediaries Using *key-facts.com™*

Updated Case Study reveals impressive results

Lending institutions that provide Intermediaries, or brokers, with cost effective and convenient solutions for Key Facts Illustration (KFI) compliance can have the leading edge in a competitive market. The burden on financial lenders to provide KFIs came into effect in UK law on 'Mortgage Day' 1st November 2004, leaving many businesses to develop costly and cumbersome processes for capturing the required information. Cheval Property Finance plc was one of the earliest lending institutions to offer a KFI solution in an online environment, implementing an innovative solution from Linksfeld Technologies. As a result, Cheval has seen both rapid recuperation on their investment and better retention of brokers seeking convenient, 'Stress-Free' services.

Linksfeld Technologies was approached by Cheval months before Mortgage Day in order to satisfy the compliance regulations, and to benefit brokers by offering an easier, quicker option for responding to their client's requests for bridging loans. The Linksfeld solution was to build *key-facts.com™*, a novel online service for Mortgage Lenders enabling brokers to create all their required KFI documentation quickly and easily in a secure, online environment with 24 hour access. *Key-facts.com™* also automates the creation of compliant Offer Letter documentation by the Mortgage Lender, and provides sophisticated reporting for lenders to analyse instantly. For a bridging finance company, whose brokers and end-users demand quick responses on requests, Cheval was able to implement *key-facts.com™* seamlessly into their business processes and offer their brokers benefits that other lending houses could not.

Benefits to lenders such as Cheval include a realistic – in Cheval's case rapid – return on initial investment, as a web-based solution increases competitive advantage in areas of convenience, ease-of-use and speed of response. As described by Craig Easeman, Head of Sales & Marketing at Exclusive Connections, a broker registered with Cheval, the packaging network whose members use *key-facts.com™* when introducing business to Cheval.

"When a client needs a bridging loan, a response is required ASAP as typically the client is under time pressure to secure the loan. Using the Cheval portal is an easy way to process the DIP form and all the KFI compliant documents quickly. The portal is accessed from a laptop or PC, and the KFI is available within minutes. A response is then typically received back from Cheval within a day. This facility increases the opportunity to do more business, even "after hours", since because Cheval is online, the documentation is processed 24/7." says Easeman.

When the leading publication, Mortgage Strategy, revealed that "76% of UK mortgage intermediaries believe more than half of their business will be conducted online by 2007", Cheval and Key-Facts.com were well on their way to establishing results. Since Mortgage Day in 2004, the *key-facts.com* system has produced an impressive 1444 KFI's and over 754 Offer Letters, valued at £161.9m.

Implementing and maintaining an online KFI solution also offers lenders a very cost-effective service on various fronts. Firstly, lenders no longer need to send their brokers cumbersome software disks or software updates. In the *key-facts.com™* online environment, lenders can provide



automatic updates for users that can also easily integrate new features or functionality. Savings to lenders include the **key-facts.com™** functionality for one-time data entry, which reduces re-keying effort and errors during later stages in the application and approvals processes. Additional cost savings from using an online solution for KFI production includes staff and employee expenses relating to urgent, after-hours responses needed. With **key-facts.com™** open for business 24/7, lenders and brokers are able to see immediate benefits from the solution provided by Linksfeld Technologies.

Linksfeld has built the **key-facts.com™** solution with flexibility for customisation on the client interface. This offers the ability to brand the **key-facts.com™** service and allow the client's community of brokers to interact within a familiar environment. For example, Linksfeld seamlessly integrated Cheval's online portal for Intermediaries, built by a third party web company, enabling Cheval to expand its benefits to all their lending services offered online. The key-facts.com system has since been enhanced and extended to offer other forms online, including DIP and application forms for regulated and non-regulated loans.

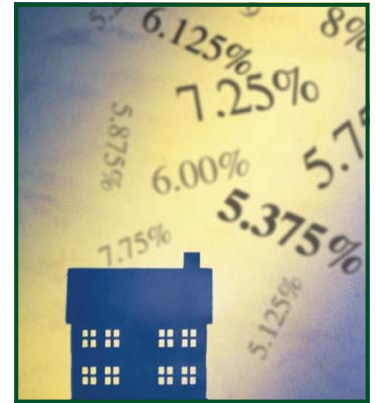
Director of Linksfeld, Larry Shapiro, describes the flexibility of **key-facts.com™** and how "it can be hosted either by us or by the Mortgage Lender. When the initial deadlines of KFI compliance came out in 2004, many lenders built primitive and unsatisfactory solutions. As the market has grown and new businesses have been launched in the lending industry have seen a market emerge for building more sophisticated KFI compliant systems, as well as integrating such systems with electronic Front Offices. We believe that **key-facts.com™** offers real benefits to lenders, brokers and ultimately the consumer."

About Cheval Property Finance

Cheval Property Finance Plc was established in 1995. It is an FSA authorised and regulated principal lender, operating in the short-term lending market, more commonly known as bridging finance. Cheval always looks for the positives in a mortgage application, not the negatives, and Cheval takes a flexible approach to individual applications, allowing for fast processing and speedy completions of loans. For more information please visit www.cheval.co.uk.

About Linksfeld Technologies

Linksfeld Technologies help their clients use technology optimally to improve business goals. Linksfeld offers a broad spectrum of services including technology consultancy, high quality software solutions, and the ability to resource expertly trained people to put technology to work. Founded in the UK in 1999 by a team of technologists with proven business experience, Linksfeld delivers technology solutions that make bottom-line impact. Linksfeld's clients span the private and public sectors, blue-chip to small companies and comprise a wide range of vertical sectors. Linksfeld Technologies is a Microsoft Certified Partner for Custom Development Solutions and Business Process and Integration Solutions. For more information please visit www.key-facts.com and www.linksfield.com.



"It is vital for our brokers to be able to create KFIs quickly and easily, whenever they need to, without having to call or fax us with a request and, without having to deal with special software or document templates."

Ellis Sher
Managing Director
Cheval

Since 'Mortgage Day' Cheval has used key-facts.com to -

- ✓ Produce more than 1444 KFI's
- ✓ Issue over 754 Offer Letters
- ✓ Make offers in excess of £162 million


Putting technology to work™

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@linksfield.com
Web: www.linksfield.com

Microsoft
CERTIFIED
Partner