

# NEWSRELEASE

Tuesday, 10 July 2007

## MORTGAGE BIBLE GOES ON-LINE WITH OPTIONS

The most comprehensive on-line range of products and services available for brokers and IFAs in the UK has been launched by First Mortgage Options, the specialist mortgage distribution and support Services Company.

Options4brokers.com is supported by more than 200 product providers, giving access to literally hundreds of products and services specifically for the broker market, and 'All Under One Roof'.

Product providers are supporting the site launch by offering thousands of pounds worth of offers and prizes for brokers using the site, ranging from cases of wine to a fully-paid trip to Florida including flights and accommodation.

In addition, options4brokers.com already has a host of other products and services to be released during the next few months, some of which are exclusive and will only be available via the site.

A multi-partnership development funded by Cheshire-based First Mortgage Options and leading site sponsor GMAC-RFC Partners, options4brokers.com is so comprehensive it has taken almost a year to develop.

It provides brokers with access to products and services relating to core mortgage business such as more than 50 lenders and a vast selection of life and general insurance products.

**Head office**  
First House, 43 Chester Road, Northwich, Cheshire, CW8 1HA  
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**[www.options4brokers.com](http://www.options4brokers.com)**

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These are complemented by a huge range of non-core products such as IVA and debt management, discounted cars and car finance, overseas property and mortgages, secured and unsecured loans, commercial mortgages and motor insurance quotations, to name just a few.

Options4Brokers.com also acts as a members club for brokers and IFAs who can assess a range of products and services, all of which pay the highest levels of commission and procurement fees available, from a single source.

First Mortgage Options' CEO Alan Hill said: "It has been a mammoth task to combine the products and services of so many leading companies but their commitment, IT resource, investment, support and patience has shown all of us just how badly this resource was needed.

"The response we received from the product providers and the brokers who have given their time during BETA testing has been absolutely fantastic and invaluable."

Roger Brown, director of packagers at mortgage product providers GMAC RFC, added: "In a world where clear and straightforward communication is so important, especially where technology is concerned, Options4Brokers.com has embraced all of this into an excellent website."

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Director of sales		

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