

SmartSearch Overview

Recent changes in legislation and regulatory requirements in the Mortgage and Financial Advisory sector have necessitated the need to ensure that Networks are ready to embrace new practices, such as the Mortgage Market Review (MMR) and the Retail Distribution Review (RDR). SmartSearch is a new and innovative service, which allows IFAs and ARs to undertake Affordability Assessments, Know Your Customer (KYC) and credit scores through a single interface. This helps advisors ensure that from the very outset of the relationship, both the compliance and credit worthiness of the client is fully understood. This information can also be used to develop charging policies in line with the RDR.

What is SmartSearch?

SmartSearch allows users to quickly undertake a credit score, Anti-Money Laundering (AML) verification and Know Your Customer (KYC) requirements in a single application. This information can then be used to set a fee charging policy, help the advisors find the lenders most likely to extend a mortgage facility, and assess the potential success of a proposal.

Credit Scoring

SmartSearch utilises Credit Reference Agency data and uses a state of the art scorecard, developed by Decision Metrics the UK's leading credit analytics consultancy. The credit score quickly and easily informs the advisor of how the customer compares to the overall profile of the population. For example, it would immediately inform the advisor if the customer was in the top 20% or bottom 10%. The advisor is therefore in a much stronger position to recommend the most appropriate mortgage deals and make a fair assessment on the affordability of such products. Key ratios such as Loan to Value, Loan to Income and Debt to Income also assist in this process. This saves a considerable amount of time and effort when using third party sourcing software such as Mortgage Brain or Trigold. There is also the added benefit that a fee based pricing structure can be set.

Anti-Money Laundering Verification

SmartSearch offers leading edge AML verification, allowing advisors to quickly verify a customer's identity to the standards set out by the Joint Money Laundering Steering Group guidance notes. Know Your Customer is an important aspect of the AML regime. SmartSearch enables you to meet these regulatory requirements, archiving the reports for inspection if required at a later date. Triggered alerts can also be sent compliance teams and money laundering reporting officers.

Neighbourhood report

SmartSearch enables advisors to fully understand the demographic profile of their customers. Combined with the credit score and AML verification, this allows advisors to obtain detailed information about the customer and the neighbourhood they frequent.

Who uses SmartSearch

Mortgage and IFA Networks use the SmartSearch service not only to ensure compliance with AML Regulations and Treating Customers Fairly (TCF), but also as a revenue generator through the use of bulk discounts. We then manage the billing process on our client's behalf, as well as offering a full reporting suite so advisors can be audited to ensure compliance at the various levels.

How does it work?

SmartSearch is very simple to use and can be fully integrated into a chosen CRM or other customer management interface. We can also make the service available via a web browser on your intranet.

By entering the name, address and a few other details about the customer, the advisor is presented with the results within a few seconds.

All information is stored securely in our database where it is available to the compliance teams through a secure log-in facility, for enhanced due diligence if required.

Overview

Combining three checks in one saves considerable time and effort and ensures compliance to the AML regulations. In addition, any warnings or potential fraud are flagged to the in-house compliance team and Money Laundering Reporting Officer.

The credit score helps advisors understand the credit risk represented by the client, ensuring they only recommend products with a chance of acceptance and which conform to the requirements set out in MMR. It also enables a fee charging policy to be set, in line with the RDR and MMR.

SmartSearch

In Financial Services understanding your customers credit circumstances in the same way a lender does, will greatly assist the advisors in sourcing the correct financial products and giving the best advice based on the individual's unique set of circumstances. In summary, Smartsearch ensures the advisor and the firm not only remain compliant, but also gain additional useful knowledge about the customer.