

Your Mortgage Toolbox Launches BrandApp for Real Estate Agents and Mortgage Lenders

BrandApp helps real estate agents and mortgage lenders keep their brand, contact information, and homebuying tools on a client's phone and convert more sales.

ARLINGTON, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Your Mortgage Toolbox has announced the launch of [BrandApp](#), a [branded mobile app](#) solution designed for real estate agents, loan officers, mortgage lenders, and mortgage companies that want to stay connected with prospects and clients through practical homebuying tools.



The graphic features the BrandApp logo on the left, which includes a smartphone icon with a red star and the text "BrandApp Your Brand. Their Phone." Below this, it states "A branded mobile app for real estate agents and mortgage lenders." and "Homebuying tools buyers will actually use — keeping you connected." On the right, a smartphone displays the app interface for Jennifer Smith, a Real Estate Agent with "Your Realty Group". The app shows contact information (123 Main Street, Fort Worth, TX 76102, (468) 555-0182) and a "Search Homes" button. Below the contact info, it lists "Mortgage Calculators" powered by Your Mortgage Toolbox, including "Total Payment & Cash to Close", "Pre-Qualification", "Income Needed", and "Mortgage Payment". At the bottom, it says "BrandApp by Your Mortgage Toolbox" with the URL "yourmortgagetoolbox.com/branded-mobile-app".

BrandApp by Your Mortgage Toolbox helps real estate agents and mortgage lenders keep their brand, contact information, and homebuying tools on a client's phone.

BrandApp allows real estate and mortgage professionals to offer clients a personalized version of the Your Mortgage Toolbox mobile app, featuring the professional's photo, name, company, contact information, custom branding, and direct call, text, and email options.

Clients can download the app for free using the professional's unique QR code or branded link. Once installed, the app gives buyers access to mortgage calculators, saved scenarios, shareable results, and other planning tools while keeping the agent or lender's brand visible inside the app.

"Most agents and lenders are trying to stay in front of clients without constantly chasing them," said Don Proctor, founder of Your Mortgage Toolbox. "BrandApp gives them a practical way to do that. It puts useful homebuying tools on the client's phone while keeping the professional one tap away."

BrandApp includes access to the full suite of Your Mortgage Toolbox calculators, including total payment and cash to close, pre-qualification, income needed, mortgage payment, net proceeds, refinance, rent vs. buy, and down payment savings calculators.

The app also includes branded sharing capabilities, allowing clients to share the app with friends, family, or other buyers. When a new user downloads through the branded link, they receive the professional's branded version of the app.

In addition, BrandApp includes Mo, an AI mortgage assistant powered by OpenAI, designed to answer general mortgage questions inside the app and refer clients back to their agent or lender when the conversation requires professional guidance.

"BrandApp is built around a simple idea," Proctor said. "Your brand. Their phone. Homebuying tools buyers will actually use."

BrandApp is available for real estate agents, mortgage lenders, mortgage companies, and teams that want a mobile-first branded tool for client engagement, referral sharing, and mortgage planning.

To learn more, visit:

<https://www.yourmortgagetoolbox.com/branded-mobile-app/>

About Your Mortgage Toolbox

Your Mortgage Toolbox provides free consumer mortgage calculators and branded website and mobile app tools for real estate professionals. The platform was created by Don Proctor, a Dallas/Fort Worth-based banking and lending professional with more than 37 years of experience, including 15 years focused on residential mortgage lending and more than 2,000 loans closed across all 50 states. BrandApp extends that experience into a branded mobile app that helps real estate agents and mortgage lenders keep useful homebuying tools, contact information, and brand visibility on their clients' phones.

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