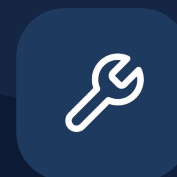


CORTEK

Help To Buy Mobility

The UK consumer brand turning mobility product research into funded, ready-to-assess applicants.

Powered by **Cortek** — the platform behind the brand.



Winning mobility customers is getting harder.

Local press ads, directories and bought-in leads all share the same flaws: high cost, no context, and no way of knowing what actually works.



Recycled directory leads

The same enquiry sold to several dealers — cold and confused before you ring.



Expensive, untracked advertising

Press and radio spend with no line of sight from pound spent to sale made.



Slow, stale enquiries

Hours or days old on arrival. The moment of intent has passed.



Time-wasters and no-shows

Assessments booked with people who were never genuinely in the market.

We don't buy leads. We generate applicants.

Cortek is not a lead reseller or a marketing agency. We build and operate the entire system — end to end.



We own the consumer brand

People come to Help To Buy Mobility directly — a brand built to earn trust with older consumers and their families.



We own the consumer journey

Research, guides, eligibility check and application all happen on our platform. Nothing outsourced.



We own the technology

Validation, matching and delivery are engineered in-house — not stitched together.



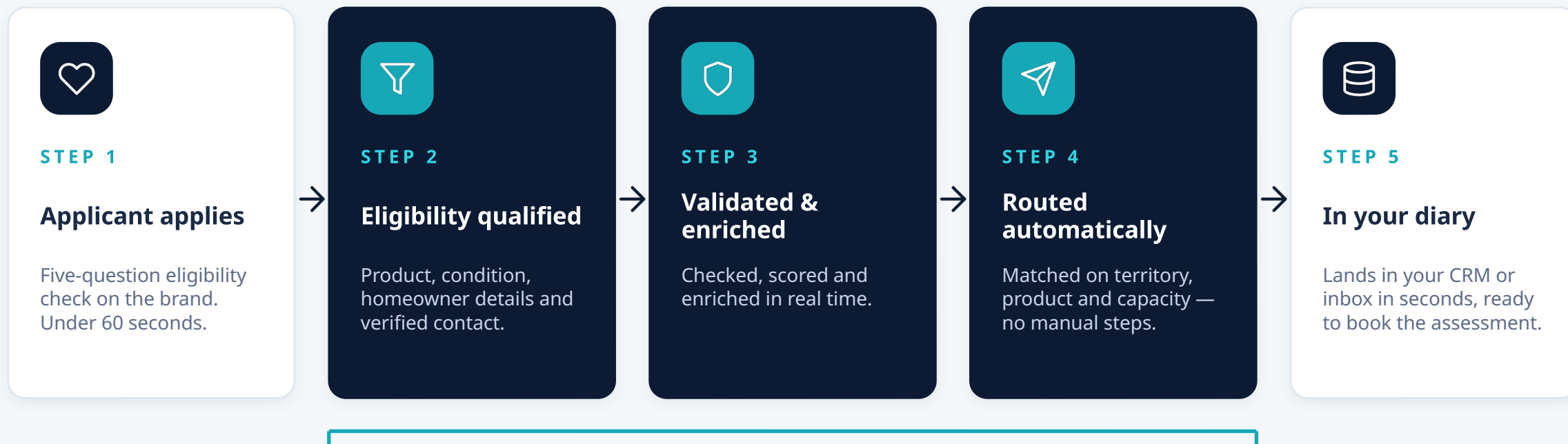
We own the qualification process

Every applicant completes the same structured eligibility funnel before an enquiry can exist.

Ownership is what lets us guarantee provenance, freshness and consistency — on every applicant.

HOW IT WORKS

From application to your assessment diary.



THE CORTEK PLATFORM · FULLY AUTOMATED, END TO END

No spreadsheets. No manual forwarding. No delay.

Transparent applicant sourcing.

Every applicant starts on our own brand.

Nothing bought. Nothing brokered.
Nothing recycled.

WHAT YOU SEE WITH EVERY APPLICANT

- ✓ Source brand and landing page
- ✓ Timestamp — to the second
- ✓ The applicant's eligibility answers
- ✓ Full delivery and outcome log

Real-time delivery. Seconds, not hours.



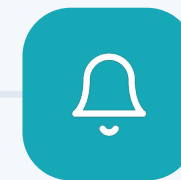
Applied



Validated



Matched



Delivered

Fresh means reachable. Your team calls while the application is still front of mind — a warm, expected conversation, not a cold one days later.

Delivered into whatever your team already uses.



Email

A clean, structured applicant record to any inbox.



CRM

Webhook or API — straight in as a new enquiry.



Notifications

SMS and push alerts the moment it lands.

No new software to learn. No workflow change. Live from day one.

One funnel. One standard. Every applicant.

Every applicant completes the same structured eligibility check before an enquiry can exist.

No quality drift. No guessing what "qualified" means this month.

VERIFIED, NOT JUST TYPED

- ✓ Mobile numbers confirmed with an SMS one-time passcode before delivery.
- ✓ Proprietary landline detection — flagged and verified with an automated direct-dial check.

- 1 Product need confirmed
- 2 Condition & suitability captured
- 3 Location matched to territory
- 4 Timeline & intent recorded
- 5 Contact verified (OTP / direct dial)

Launching region by region. Built for the whole UK.



LAUNCH REGIONS

Priority territories

Regions are opened in line with partner capacity — protected territories from day one.



NEXT

Nationwide rollout

Region-by-region expansion as demand and accredited partner coverage are secured.



THE PLATFORM PLAY

New categories

The same Cortek engine powers additional consumer brands — proven partners get first access.

Early partners choose their territories first — and keep first refusal as neighbouring regions open.

Why partner with Cortek.



Fill your assessment diary

Predictable applicant flow, matched to your capacity.



Scale without hiring

No internal marketing team. No agency retainers.



Real-time applicants

Fresh applicants your team can actually reach.



Flexible buying

Shared or exclusive. Scale up, pause, switch — anytime.



Transparent reporting

Every applicant, source and outcome — in plain sight.



No software to learn

It works inside the tools you already use.

Outcomes, not impressions. You buy qualified demand — we handle everything upstream.

WHY TRUST US

Built by in-home retail operators. Not marketers.

Cortek was founded by people with years of hands-on experience in in-home selling — sitting at kitchen tables, running home appointments and managing field sales teams. That experience is engineered into the platform.



We know what a good applicant is

Because we've sat in front of the bad ones.



We know in-home selling

Assessments, surveys, diaries — the real constraints.



We know why speed matters

Fresh applicants convert. We've lived it.



We know what your team needs

The exact details that make the first call count.

Shared and exclusive. You stay in control.



Shared

- Delivered to a maximum of three accredited partners
- Excellent ROI — the model most partners run on
- Applicants expect the scheme to match them; your team wins on service



Exclusive

- Delivered to you alone
- Available where it makes commercial sense
- Suits protected territories and premium positioning

Switch between models whenever you need to — configured by territory, product line and capacity.

Simple, flexible buying.



Shared

Pay per qualified applicant, delivered to a maximum of three partners in your territory.



Exclusive

A premium per-applicant rate for sole delivery, where it makes commercial sense.



Enterprise

Multi-territory volume commitments with tailored delivery and reporting.

No long-term lock-ins. No minimum terms. Pricing agreed per territory on your discovery call.

NEXT STEP

Become an accredited launch partner.

Early partners get first choice of territory — and first access as new regions open.

1

Discovery call

2

Agree territories &
capacity

3

Configure delivery

4

Go live

Partner with Cortek cortekgroup.com/partner

helptobuymobility.com