

15th February 2019

PRIMIS welcomes Holloway Friendly to its protection panel

PRIMIS Mortgage Network has today announced it is welcoming income protection specialist Holloway Friendly to its protection panel, increasing the range of solutions available to the network's advisers.

As the inventor of income protection, Holloway Friendly will provide PRIMIS advisers with access to its market-leading products and support services including:

- Easy access to underwriters
- Reviewable exclusions
- Generous BMI limits
- Potential cover for hazardous hobbies
- Consideration for customers with type 2 diabetes

This latest move is testament to PRIMIS' ongoing commitment to provide an unrivalled protection panel, supported by several proposition additions in recent months including British Friendly, Scottish Widows Protect and Guardian Financial Services.

Holloway Friendly already enjoys a successful relationship and great results with Personal Touch Financial Services which, from 1st February, was rebranded and became part of the Primis Mortgage Network.

Steve Berry, Protection Manager at PRIMIS, commented:

"Income protection is becoming an increasingly important part of a families' sound financial resilience and quite rightly so. Additions such as Holloway Friendly are integral to supporting the comprehensive approach that our advisers take when it comes to protecting their clients. During difficult times it is vital that families have the right financial support in place and by coupling Holloway's member-centric approach with our own, we can help more of our network ensure their families are covered."

Stuart Tragheim, CEO at Holloway Friendly, commented:

“We are delighted to be working with PRIMIS to enable their advisers to gain access to the best products and support available and to assist them in making Income Protection available to as wide a group of customers possible, supported by outstanding service. We are always looking for new ways to make our products more accessible and our service more personalised and simpler for members, with 2019 being no exception”

-ENDS-

For further information please contact:

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Notes to Editors

About PRIMIS

PRIMIS Mortgage Network brings the power of First Complete Ltd, Advance Mortgage Funding Limited and Personal Touch Financial Services (PTFS) together under one roof so we can provide you with world class support that is second to none. We are part of the LSL Group and, backed by their extensive financial services experience and knowledge, we aim to grow not just our Network, but your business as well.

About Holloway Friendly

In 2018, Holloway Friendly paid out 98% of Income Protection claims in total, a 2% increase on 2017.

These impressive figures come after a successful rebrand which launched in 2018, to better represent the society's commitment to their members and motto “keeping life colourful”.