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## **PRIMIS launches bespoke Marketing Portal**

[PRIMIS](#) has launched a new Marketing Portal as part of its ongoing mission to support and invest in its brokers. The portal allows brokers who are part of the network to browse in-house created marketing materials across mortgage, protection and general insurance to better market their businesses. Brand services, bespoke solutions and promotional merchandise are also available.

The portal is the latest addition to the PRIMIS portfolio to help aid its brokers in developing and growing their businesses. The network will be adding new materials throughout the year to ensure brokers have access to the latest innovation to enhance their marketing potential.

The launch of the portal comes after the success of the PRIMIS regional Kick-Off Conferences which ran throughout January, designed to provide important industry updates to the network's advisers and ensure brokers are fully motivated and prepared for the year ahead.

### **Jay Naylor, Marketing Director at PRIMIS, commented:**

"We are very excited to reveal our brand-new marketing portal, providing brokers with the tools to really optimise their marketing potential in a streamlined and effective manner. As broker champions, this is just another way in which PRIMIS will continue to invest in and support our brokers to ensure they are getting the most out of their businesses.

"Feedback on the portal during our Kick-Off Conferences has been overwhelmingly positive. Brokers are also sharing examples of their own marketing materials, supporting our ethos of always sharing best practice. We look forward to helping more brokers enhance their marketing potential throughout the year, working with intermediaries across the network to continually update and provide tools on the platform that will best benefit our advisers."

**-ENDS-**

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### **Notes to Editors**

#### **About PRIMIS**

PRIMIS Mortgage Network brings the power of First Complete Ltd and Advance Mortgage Funding Limited 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.