

PRIMIS & Personal Touch Financial Services integrate under single brand

PRIMIS and Personal Touch Financial Services (PTFS), Appointed Representative networks of parent company LSL Property Services plc, have announced they are joining forces under the single 'PRIMIS' brand.

Acquired by LSL in January 2018, PTFS has demonstrated the Group's commitment to growth by further strengthening its position as a leading distributor of mortgage and non-investment insurance products. The two networks will now come together, unifying the businesses under one, stronger network identity.

PRIMIS and PTFS have already undergone significant alignment throughout the duration of 2018, including integrating sales, operational and proposition functions under a single executive team. The integration of the two networks will provide a platform to further foster and amplify this growth.

The network's new identity was revealed at PRIMIS' annual recognising excellence conference on 31st January to brokers, lenders and provider partners.

Toni Smith, Chief Operating Officer at PRIMIS says:

"The unification of PRIMIS and PTFS is extremely exciting and demonstrates our commitment to advisers and customers alike. Now a year since the acquisition of PTFS, the past twelve months have been filled with record milestones and successes. We are hugely excited about our plans for the network and we are confident PRIMIS will flourish further under a single brand.

"A fantastic start to the year, the announcement was extremely well received at our annual event and we look forward to what we can achieve in 2019 as one united powerhouse."

-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.

About PTFS

Personal Touch Financial Services (PTFS) is an adviser network and part of the PRIMIS Mortgage brand, under the LSL Group. PTFS provides business, technical and regulatory support to a community of highly-qualified member firms, with a focus on the mortgage and protection sector.