

iPipeline

Press release

PRIMIS Mortgage Network Completes Protection Proposition with iPipeline's SolutionBuilder

Cheltenham, UK (23 May, 2019)

iPipeline® – a leading provider of next-generation solutions and services to the life and pensions market – today announced that PRIMIS Mortgage Network has adopted their award-winning protection sourcing solution, SolutionBuilder® across their entire network.

SolutionBuilder is an intelligent protection research, quote and apply tool that allows advisers to easily compare all protection needs within a simplified and responsive user interface. It enables advisers to share and review their options with clients – rapidly and simply.

PRIMIS Mortgage Network moved its entire network to SolutionBuilder following the hugely successful software integration rollout by Embrace Financial Services at the end of last year. This software rejuvenation and consolidation helps advisers and their clients benefit from greater understanding and broader options to improve financial resilience.

Vikki Jefferies, Proposition Director, PRIMIS Mortgage Network, commented: "iPipeline has delivered a great product which offers a simple assessment and understanding of the protection options and costs. This drives better client outcomes and increases adviser sales. We are looking forward to seeing the benefits of this exciting new product in terms of the customer experience and improved speeds of application."

Paul Yates, Product Strategy Director, iPipeline added: "SolutionBuilder has a proven track record of improving protection advice and sales. We are excited that such an important business as PRIMIS Mortgage Network is adopting the solution, meaning more of our industry can continue to help grow the protection market and improve consumer financial resilience."

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Media Enquiries

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Notes to Editors

About iPipeline UK

iPipeline UK is a leading provider of business intelligence, e-quote, e-application, policy delivery, and policy holder services to the UK life and pensions market. iPipeline offers the UK's broadest range of integrated and licensed solutions used by leading providers, distributors, and their IFAs via their Websites or CRM systems. To learn how you can better use iPipeline's industry-leading solutions to streamline and accelerate your business activities, visit us at www.ipipeline.com/uk.

About PRIMIS Mortgage Network

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.