

8th July 2019

PRIMIS strengthens GI proposition with the addition of Source Insurance

[PRIMIS Mortgage Network](#) has today announced that it has partnered with [Source Insurance](#). With immediate effect, members of the network will have access to Source Insurance's panel of home insurance providers.

Fully integrated with PRIMIS' bespoke, market-leading back-office system, Toolbox, Source Insurance offers whole of market cover through a range of products with award-winning customer service.

Other key benefits for advisers include:

- Cover on up to 95% of risks online including those deemed to be non-standard in nature
- A LearningLab for advisers to earn CPD hours
- A unique broker loyalty scheme allowing brokers to earn and build points by doing your day to day business

The addition of Source Insurance to Toolbox is just one of many partnerships that PRIMIS plans to make throughout the second half of the year.

Nicky Hemmings, General Insurance Proposition Manager at PRIMIS, said: *"PRIMIS' general insurance proposition is already recognised across the industry as a market-leading offering for advisers, backed by our innovative GI Quote & Apply engine. The addition of Source to our GI panel further enhances this, and we are thrilled to bring the team's expertise, service and education to the table.*

"Partnerships utilising Toolbox emphasise our commitment to investing in technology that will best support our brokers so that they can provide the best possible customer outcomes. We look forward

to continuing our already strong relationship with Source Insurance and plan to announce further exciting integrations throughout the year.”

Brian Coulton, Head of Intermediary at Source Insurance, said: *“This advanced integration showcases the great technical expertise possible within the mortgage market. We’re passionate about growing the GI market and see this partnership as a fantastic opportunity to work with both a market-leading mortgage network and club who hold the same ambitions. We look forward to making GI products more accessible to all.”*

-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 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.