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PRIMIS welcomes CURA to panel as the network enhances its protection proposition

[PRIMIS Mortgage Network](#) has today announced that it is welcoming protection intermediary, [CURA Financial Services](#), onto its panel. Advisers in the network will now be able to refer clients of theirs who are struggling to get the necessary cover to CURA. CURA's team of specialist advisers can advise on a range of protection solutions for customers with health issues, those in high-risk jobs, those travelling abroad and those with hazardous pastimes.

Clients of PRIMIS' advisers will have access to CURA's three key offerings: Life Insurance, Critical Illness Cover and Income Protection. CURA's product range will offer customers the security they need should the worst happen, with the three products providing borrowers with either a lump sum or regular payout as necessary.

Vikki Jefferies, Proposition Director at PRIMIS, commented: *"Ensuring that consumers are protected is at the heart of everything we do. We are committed to equipping our brokers with the content and tools they need to support their clients and their families with the necessary cover. Bringing CURA on board will provide more of our advisers with the products their customers are demanding. This will continue to be a key focus for us throughout 2020 and we are confident that by joining forces with CURA, more of our brokers will be able to better serve their clients."*

Advisers of the network will also benefit from CURA's straightforward referral process. PRIMIS advisers who refer their high-risk protection cases to CURA will be kept involved at every stage of the advice process, right up until the customer is covered.

Today's launch comes as PRIMIS continues to grow and enhance its protection proposition, providing a comprehensive and innovative range of solutions to help its brokers to continue to produce optimal outcomes for their clients.

Alan Knowles, Managing Director at CURA, added: *“I am delighted that we will now be able to help more advisers protect their clients as we partner with PRIMIS. At CURA, we have built our model over several years through the joint dedication of our team to do the best for clients and those referred to us. We understand how frustrating it can be for advisers when a customer is declined for cover, however, with today’s partnership, we are confident that more brokers will be able to place those all-important protection cases easily and without hassle.”*

-ENDS-

For further information please contact:

Name: Eve Frayling

Telephone: 07827 995180

E-mail: e.frayling@rostrum.agency

Notes to Editors

About PRIMIS Mortgage Network

PRIMIS Mortgage Network brings the power of First Complete Ltd, Advance Mortgage Funding Limited and Personal Touch Financial Services Ltd 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.