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## **PRIMIS adds Vida Homeloans to lender panel as the network enhances its specialist proposition**

[PRIMIS Mortgage Network](#) has today announced that it is welcoming specialist lender, [Vida Homeloans](#), onto its lender panel. Members of the network will have immediate access to Vida's range of residential and buy-to-let lending solutions, benefitting from a raft of new highlights recently introduced by the lender. These include improved criteria for both offerings as well as reduced rates for landlord clients.

As part of the partnership, PRIMIS advisers will have access to products which will enable them to support a range of customers looking to access residential loans, including contractors, those with impaired credit and those with a minimum income of £15k. For advisers with clients in the buy-to-let space, lending will be available for landlords with a variety of circumstances, including those with HMOs or student lets and expats investing in UK property.

**Vikki Jefferies, Proposition Director at PRIMIS, commented:** *"Our top priority at PRIMIS is ensuring that our proposition caters for all areas of the market, allowing brokers to continue supporting customers with the exact lending solutions they require. By partnering with Vida, we will be able to provide our advisers with access to a wider range of products to help them in their conversations with non-standard customers – a demographic that is growing at record rates. Going forwards, we will continue to enhance our lender panel to ensure that more of our brokers are well-equipped to meet the needs and demands of specialist customers."*

Additional highlights of the partnership include:

- Up to 85% LTV on both residential and buy to Let products
- Help to Buy, purchase & remortgage including staircasing
- 100% Discounted Purchase Price (DPP) on Right to Buy
- Complex incomes and low credit scores considered for residential clients
- Flats above commercial premises considered
- Up to four applicants with combined incomes considered for each case

- Joint Borrower Sole Proprietor mortgages available
- 40-year terms available for both residential and buy-to-let loans
- Maximum loan amount of £1,500,000 on both residential and buy-to-let loans
- Portfolios valued up to £4,000,000 considered for buy-to-let clients

Today's launch comes as PRIMIS continues to grow and enhance its specialist lending proposition, with the most recent addition being Fleet Mortgages.

**Louisa Sedgwick, Managing Director Mortgages at Vida Homeloans, added:** *"We're delighted to join PRIMIS Mortgage Network, who share our values in providing customers with a range of quality products that are best suited to their individual needs. Since Vida launched in October 2016, our priority has been to serve specialist customers with flexible mortgage products at an affordable price. Giving customers more choice with a range of products is key to opening up more doors to those underserved by the high street banks.*

*"We look forward to working with PRIMIS' adviser pool to drive the mortgage market forward, and believe this partnership demonstrates our commitment to delivering the best possible specialist mortgage solutions for brokers and their customers."*

**-ENDS-**

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**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.