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## **Yorkshire Financial Consultancy becomes latest partner of Northern Powerhouse**

Mortgage and protection consultancy firm, [Yorkshire Financial Consultancy Limited](#) (YFC), has become the latest partner of the Northern Powerhouse Partner Programme. YFC is currently a member of leading UK distributor of mortgage and non-investment products, [PRIMIS Mortgage Network](#), providing a wide range of mortgage and protection products to customers throughout the Yorkshire region. PRIMIS formed an integral part of YFC's application to the Northern Powerhouse Partner Programme.

The Northern Powerhouse Partnership Programme is a campaign specific to the North of England designed to boost the local economy through investment in skills, innovation, transport and culture. YFC joins over 300 businesses, civic bodies and charities based in the North of England who have partnered with the Government-led initiative over recent years, including Eddie Stobart, Ao.com and F S Legal.

Being a part of PRIMIS provides YFC with access to exclusive mortgage products for customers, bespoke adviser training and digital tools designed to enhance the advice process. Collectively, these support YFC with the recruitment and retention of advisers. This ensures that its advisers are equipped with the right content and tools to serve the firm's growing customer base in the North, as well as drive its overall expansion plans with the new help of the Northern Powerhouse initiative.

**Jonathan Needham, Operations Director at YFC, comments:** *"We are incredibly proud of our northern roots so to have become a part of the Northern Powerhouse is a real honour. This would not have been possible, however, without being part of a progressive network like PRIMIS -the team offered us tremendous support throughout our application to become a member of the Northern Powerhouse. We have always been committed to supporting the development of the North and we strongly believe that our plans for future business growth run parallel with those of the Partner Programme."*

The partnership underpins YFC's commitment to increasing its adviser headcount over the next 12 months. Being a part of the Northern Powerhouse will provide YFC with a more competitive offering, enabling it to employ and train more apprentices to become mortgage advisers therefore driving the company's overall recruitment proposition.

**Jonathan Needham continues:** *"At YFC a priority for us is to expand through recruiting younger staff. We want to hire, invest in and mentor the next generation of brokers and The Northern Powerhouse Programme will allow us to do so. This will further ensure that we are able to reach a wider market and can serve more customers throughout the Yorkshire region."*

**Toni Smith, Chief Operating Officer at PRIMIS, adds:** *"At PRIMIS, we are committed to supporting all our businesses nationally and locally and helping them thrive. The long-held view that a broker supports their local community is still very much true today. This is why it is so important to equip them with the right tools and guidance to enable them to best serve their clients. We will continue to enhance our offering so that more advisers across the UK are able to strengthen their business and gain the recognition they deserve."*

**Minister for the Northern Powerhouse, the Rt Hon Jake Berry MP, said:** *"Yorkshire Financial Consultancy Limited are a welcome addition to our expanding network of over 300 Northern Power partner organisations, who are all committed and working together with the Government to support communities reaching their full potential."*

*"By providing good jobs to people across Yorkshire they are making an important contribution to the local economy as we build on our Local Growth Fund investment of more than £1 billion across the county."*

**-ENDS-**

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### **About Yorkshire Financial Consultancy (YFC)**

Founded in 2000, YFC prides itself on its Northern Heritage and its approach with all clients; striving to treat everyone as a member of the family. Having grown steadily over the last 20 years YFC enters the new decade with ambitious plans for further growth, from its Leeds base and with growing representation across all 4 corners of Yorkshire and now extending to Newcastle, Cumbria and Derbyshire.

### **About Northern Powerhouse**

The Northern Powerhouse is Government's vision for a more prosperous North with good-paying jobs for hard-working people, better roads and railways, higher-performing schools and world-beating universities.

The Northern Powerhouse Partner Programme is an essential part of creating the Northern Powerhouse.

Government is looking to build a network of partners who all believe strongly in the economic potential of the North, and support the need for a combined effort by government and business to realise that potential. There are currently over 230 businesses and organisations signed up to the Partner Programme.

Prospective partners can email [NorthernPowerhouse@communities.gov.uk](mailto:NorthernPowerhouse@communities.gov.uk) for more information about the Partners Programme and how to apply.

### **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.