

6th March 2020



Chris Astle joins PRIMIS as Regional Sales Director

[PRIMIS Mortgage Network](#) is pleased to announce the appointment of Chris Astle as Regional Sales Director (RSD). Chris' main responsibility will be overseeing the recruitment of new appointed representative (AR) firms and advisers into the network, further strengthening the capabilities of the wider PRIMIS team.

Chris joins from Sesame Bankhall Group where he was Senior Recruitment Manager, and brings with him almost eight years of financial services experience. With his extensive expertise, Chris' new role will see him focus on building a strong candidate database within PRIMIS. He will also be responsible for exploring and executing new avenues for recruitment opportunities to help AR firms maximise their growth potential.

Richard Coulson, Business Development Director at PRIMIS Mortgage Network, comments: *"We are very excited to welcome Chris to the network as we continue to solidify our position as the leading mortgage and protection network. We are confident that with his support and knowledge, we'll be able to encourage more advisers to join our flourishing team and, ultimately, ensure that more customers are supported with positive outcomes. As such, Chris' skills, expertise and connections will be invaluable to PRIMIS' overall growth plans.*

"As we continue to enhance our proposition, key hires will ensure that the network as a whole is supported and well-equipped to cater for growing consumer demand – and this will continue to be a major focus for us throughout 2020."

Today's announcement follows the alignment of PRIMIS and Personal Touch Financial Services (PTFS) after the network's integration with PTFS in early 2019. As part of this, sales functions were integrated under a single executive team. This underpinned PRIMIS' ongoing commitment to both solidifying its

position as the leading provider for intermediaries and business partners, and investing in its brokers to help them develop and grow their business.

Chris Astle, Regional Sales Director at PRIMIS Mortgage Network, adds: *“I am very much looking forward to joining PRIMIS and assisting with its ongoing recruitment efforts. Coming from a recruitment background will allow me to help the wider network develop and strengthen its growing broker community. Over recent years, PRIMIS has proved itself to be a major player in the distribution market and I hope to be an integral part in its plans to become an even bigger and stronger network.”*

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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.