

10<sup>th</sup> March 2020



## **PRIMIS Mortgage Network grows mortgage lending**

LSL has today announced its 2019 annual results and confirmed an increase in mortgage lending.

LSL's Financial Services business, which includes Primis Mortgage Network, Embrace Financial Services (LSL's owned estate agency financial services arm) and DA Mortgage Club TMA, delivered mortgage completions totalling £31.7 billion. LSL's market share is estimated to be 8.5% (2018: 8.0%) of the total market value of mortgage completions.

Primis Mortgage Network, made a strong contribution to the overall group performance. Primis grew mortgage lending by 13% from £17.5 billion in 2018 to nearly £20 billion in 2019.

Primis continued to demonstrate that protecting customers is core to its values. The network firm grew protection completions by 17% successfully protecting many thousands of families across the UK.

The network also completed the alignment of PTFS (acquired in January 2018) into the business last year with the rollout of its award winning IT platform and CRM, Toolbox. Over 317 training sessions were held, delivering training to over 2300 advisers and 500 administrators.

**Commenting on Primis' 2019 results Toni Smith, Chief Operating Officer said:** *"We are delighted with the results for last year. They are a clear demonstration of how working in partnership with our firms helps them to realise and achieve their business goals.*

*Increasing market share is key to our overall plan, likewise, the delivery of appropriate customer outcomes is also a critical measure of our success. We are therefore delighted that our independently measured, customer feedback on the service delivered by our advisers reached a new high in 2019. This coupled with the growth in our business, in a flat market last year, provides a strong platform for further success in 2020."*

**ENDS**

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### **Notes to Editors**

1. In 2019 the number of clients who would recommend their Adviser to their family and friends) increased from 92.5 to 94.0.
2. Primis Mortgage Network growth of 13% in mortgage lending and 18% growth in protection excludes Embrace Financial Services.

### **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.