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PRIMIS launches network support hub to assist AR firms through COVID-19

- **The hub will provide real-time market and lender updates, as well as rate and criteria changes**
- **Advisers also given information on Government guidelines regarding COVID-19**

[PRIMIS Mortgage Network](#) has today announced the launch of a new support hub within its exclusive customer relationship management (CRM) system, Toolbox, dedicated to helping its AR firms during the COVID-19 crisis. The award-winning CRM platform has been updated to include the support hub within it, to ensure all advisers within the network are able to continue to deliver a high level of service to customers during the ongoing crisis whilst working remotely.

The newly created support hub will include real time information on both lender and market updates, including the latest product rate and criteria changes and information on how to digest the most recent government guidelines regarding COVID-19. The hub will be available to PRIMIS brokers 24/7 and updated accordingly by the network's team of in-house experts as the current situation progresses to ensure it houses the most relevant and up-to-date information for users.

Furthermore, Toolbox will provide members of the network with a simple and intuitive user interface allowing them to communicate with clients and manage their existing cases easily and efficiently – all whilst working from home.

Vikki Jefferies, Proposition Director at PRIMIS, commented: *"During the COVID-19 crisis, it is imperative that brokers have the necessary tools and support in place to help them manage their business, staff and clients from their homes. With the market changing daily, the launch of our new support hub within Toolbox will provide all of our AR firms with access to live information on lenders and wider industry news that can assist them in their conversations with clients. With the support of the new hub, we are confident that our advisers will feel more confident in continuing to secure positive outcomes for their customers throughout the ongoing crisis."*

PRIMIS advisers will also be able to continue accessing award-winning mortgage criteria search system, [Knowledge Bank](#), allowing them to search over 102,000 different criteria from over 200 lenders for clients. This will enable them to establish exactly which lenders are most suitable for their clients' specific requirements during the current period.

Today's announcement is testament to PRIMIS' ongoing commitment to providing its brokers with the latest technology to strengthen their business.

Vikki Jefferies continues: *"Having complete ownership of Toolbox, as well as access to a wealth of in-house expertise, will allow us to continually adapt and update the system to a high standard as market changes continue to come into force. This will ensure that our advisers have the most up-to-date information at their fingertips to help them succeed in the current climate. Over the coming weeks and months, we will also review the new support hub on a continual basis in addition to our Toolbox system to ensure that both are at the best possible standard to help our brokers boost their business – reinforcing our commitment to championing advisers and the service they provide to customers."*

ENDS

Notes to editors

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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.