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PRIMIS strengthens protection offering with addition of Shepherds Friendly

[PRIMIS Mortgage Network](#) has today announced that it is welcoming protection specialist, [Shepherds Friendly](#), to its full panel, increasing the range of Income Protection and Over 50s Life Insurance solutions available to the network's advisers.

As part of Shepherds Friendly's Income Protection Plan, PRIMIS advisers and their clients will benefit from reviewable medical exclusions, day one protection, rehabilitation services and interactive underwriting

Additionally, Shepherds Friendly's guaranteed acceptance Over 50s Life Insurance offers clients flexible payment options and an added £300 funeral benefit option, whilst the client's family will gain free access to the National Bereavement Service.

Vikki Jefferies, Proposition Director at PRIMIS, commented: *"Income protection and over 50s life insurance are becoming increasingly important parts of consumers' financial planning and advisers play a key role in this. However, we understand that protection can be a tricky field to navigate for brokers. By extending our partnership with Shepherds Friendly, all of our advisers will now be able to benefit from a more varied protection offering and choice of support services, in order to secure the necessary cover for more of their clients. We are thrilled to bring the skills and expertise of the Shepherds Friendly team onto the full panel and look forward to more success alongside them in the future."*

Today's partnership is testament to PRIMIS' ongoing commitment to provide an unrivalled protection panel, ensuring its proposition provides quality products and services for its brokers and their customers.

Alex Fallows, Head of Sales at Shepherds Friendly, added: *"We've worked closely with intermediaries for many years and believe we have developed a clear understanding of how we can best assist advisers with tailored services, designed to support and protect their customers. As such,*

we are thrilled to be joining the PRIMIS panel so that more of the network's advisers can access Shepherds Friendly's support services and product offering for their customers. We always put our members at the heart of everything that we do – something which aligns perfectly with PRIMIS – making the decision to extend our partnership even more fitting."

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.

About Shepherds Friendly

[Shepherds Friendly](#) is a modern mutual society based in Cheadle, owned and run for their members. Founded in 1826, they are one of the oldest financial mutual societies. They offer a range of adult and children's savings products, insurance and protection plans, designed to help individuals look after their family financially today and into the future. Their values, principles and commitment to mutuality place the interests of the members at the heart of everything the Society does and is the ethos based on which the entire company operates.