



more2life Partners With PRIMIS Mortgage Network

28 January 2021: [more2life](#), has announced the launch of a new partnership with [PRIMIS Mortgage Network](#), which will see the later life lending specialist sit on PRIMIS' newly launched equity release panel.

The addition of more2life – which is part of Key Group – will help PRIMIS to further strengthen its existing proposition in the later life lending sector and support advisers who are looking to build their offering within the equity release market. As part of this deal, more2life will also offer additional support to PRIMIS members as well as access to resources such as webinars and education collateral. PRIMIS already has an existing relationship with Key Group's referral brand Key Partnerships which is designed to support those advisers whose clients are keen to explore their equity release options but do not have the resource or permissions to offer these products.

Gary Little, Business Development Director at Key Group said: "With the later life lending market coming into its own, we are delighted to be working with a leading mortgage network like PRIMIS to help them support their members as they grow the range of products they are able to offer their clients. We are looking forward to building a stronger relationship with PRIMIS and supporting them as they continue to expand their offering."

Vikki Jefferies, Proposition Director at PRIMIS, said: "Partnering with more2life is an exciting step for us as we focus on supporting more advisers in the later life lending market, following the launch of our equity release panel earlier this week. more2life's priority – investing in and championing advisers – aligns with our own, and we are confident that, with their expertise and support, more of our broker firms will be better equipped to support older clients over the coming months. We look forward to seeing the positive outcomes that our members achieve for customers in this area, particularly as the Covid-19 crisis continues to impact older households."

Notes to Editors

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About more2life

Part of Key Group, more2life is one of the UK's three largest equity release lenders with total loans under management surpassing £4 billion in November 2020.

They offer a range of flexible equity release products with modern lending features that are tailored to help customers access their housing equity in a way which is best suited to their individual circumstances.

Constantly pushing for the later life market to evolve, more2life believes that a strong vibrant adviser community is vital to growing the sector and ensuring older customers can access their equity in a safe sustainable manner.

A committed advice advocate, more2life supports advisers with a range of tools, on demand webinars and technological advancements focused on helping them to better service the evolving needs of their clients.

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.