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PRIMIS strengthens later life lending proposition with launch of equity release panel

[PRIMIS Mortgage Network](#) has today announced the launch of its equity release panel as it strengthens its proposition for advisers in the later life lending space. The new panel will be representative of whole of market.

Alongside the panel, PRIMIS will be providing support to advisers looking to bolster their profile in the equity release market. PRIMIS support staff will be on hand to support brokers, including the network's dedicated product desk which is home to over 70 years of financial services experience and is equipped to resolve a wide variety of adviser queries. Advisers will also be able to access resources such as webinars and education collateral through PRIMIS to help them discuss later life lending solutions with their clients.

PRIMIS is a member of the Equity Release Council (ERC) having qualified for full membership in 2019.

Lender additions to PRIMIS' equity release panel will be announced to the market in due course.

Today's news follows the announcement in November 2020 that PRIMIS had partnered with retirement interest-only (RIO) mortgage provider, LiveMore Capital.

Vikki Jefferies, Proposition Director at PRIMIS, comments: *"Today's announcement is testament to the work of PRIMIS staff and the support of our broker partners. Over recent months, one of our key focuses has been enhancing our later life lending proposition to ensure a greater number of advisers can better support their clients in this area. This includes equipping our support staff with the necessary knowledge and tools to help them in their conversations with advisers, and ensuring the necessary processes are in place to help us best fulfil the needs of borrowers. To this end, it is fantastic to be able to announce that PRIMIS has launched in the lifetime mortgage space."*

“As we grow the panel over the coming months, the robust supervision of advisers, adherence to strong processes and honing the expertise of our intermediary partners and support staff will continue to be priorities for us. Maintaining and cultivating strong relationships with equity release providers will also be a key goal so that brokers who access the PRIMIS equity release panel are in a strong position to support clients throughout their later life. Ultimately, PRIMIS is a broker champion, and supporting and investing in advisers to help them strengthen their business and ensure the best customer outcomes is firmly embedded within our processes and culture – a fact that we are confident has been reflected in today’s news.”

-ENDS-

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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.