

PRIDEPRESS.

JANUARY 2021

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PRIMIS.

MORTGAGE NETWORK

THE FCA DIRECTORY

THE FCA ARE LAUNCHING
A DIRECTORY TO ALLOW
CUSTOMERS TO SEARCH
FOR QUALIFIED ADVISERS.

LATER LIFE LENDING SOLUTIONS

THE LATER LIFE LENDING
MARKET IS GROWING AT A
RAPID PACE. FIND OUT HOW
TO TAKE ADVANTAGE.

BORN TO WIN

PRIMIS HAS WON YET
ANOTHER AWARD.
DISCOVER WHAT WE ARE
DOING TO STAY ON TOP.



JON ROUND CHIEF EXECUTIVE OFFICER

FOREWORD

AS WE NEAR THE END OF THE FIRST MONTH OF 2021, I'D LIKE TO REFLECT ON THE RESILIENCE AND SUCCESS OF OUR COMMUNITY OF ADVISERS.

Only this time last year, we were anticipating that 2020 would be a year of steady mortgage lending, with intermediary product transfers gradually increasing and interest rates remaining low. We expected economic uncertainty driving an increase in protection demand, a growth in complex markets requiring customers to seek professional advice and Brexit bringing challenges and opportunities too – there was no mention of a global pandemic!

However – we reacted with courage and conviction. We responded effectively to the pent up demand on housing during Q2 and Q3, and saw completions on the rise in Q4 too, whilst others around us floundered. What a remarkable achievement ...

As a Network, looking at our key dials it is gratifying to see such positivity :

- December mortgage completions **up 26%**
- December protection completions **up 24%**
- Commission payments **up 31%**
- Increased adviser headcount

This coming year we expect to see a busy housing market, so managing pipelines will be key. Families will continue to feel financial pressure, so the risk of lapses is expected to increase – manage this by staying close to your customers and offering advice during these uncertain times, continue to react, adapt and thrive.

The PRIMIS pride has pulled together and demonstrated strength in collaboration. Thank you for remaining strong in the face of adversity – and here's to another successful year – albeit hopefully a rather more predictable one.

Stay safe.

KICK OFFS TWENTY TWENTY ONE

WHAT A WAY TO START 2021 WITH OUR FANTASTIC KICK OFF CONFERENCES!

We are still in a virtual world but this didn't prevent us from keeping you, our ARs, brimming with positivity and motivating you for the year ahead.

With a record number of **1,791 attendees** we want to thank everyone that joined us and contributed, we really do appreciate you taking the time out of your busy schedules.

A big thank you goes to our VIP sponsors for supporting our events, Kent Reliance, AVIVA, and Guardian. Thank you also to Virgin Money, Hodge, Cirencester Friendly, Key Group, Legal & General, ULS technology, Foundation Home Loans and Royal London who joined us too. True collaboration.

Paula from AVIVA talked about "Controlling the Controllable" and the mental health implications for you, your family and your clients. A really important message for us all in these times.

Guardian reminded us about the importance of critical illness and the significance of the protection conversation.

Last but not least, Kent Reliance spoke of their Specialist Lender position - if you have any specialist cases please get in touch directly, or contact our experts@primis.co.uk team.

Jon Round talked about resilience and success, how we have survived 2020, supported each other and how to move forward in 2021 we must "adapt and succeed".

We also heard from Vikki Jefferies on "Reasons to be Cheerful", Craig West on "Keeping us safe on the road" and Jo Blackburn on how to "Achieve Excellence Together".

If you were unable to attend one of our Kick Offs you can see key presentations on LEMONADE.

We wish you all the best for the year ahead, and look forward to seeing you at the next round of events!

Andrea Moore
Events Manager



MEANWHILE...

PRIMIS PRESENTS BROKER HERO STORIES

Our next broker hero showcase is Sue Smith, from Churchside Financial Planning

ChurchsideFP
FINANCIAL PLANNING SOLUTIONS

In July 2016 I was discussing mortgage options with Sue Smith from Churchside Financial Planning when she suggested I also took out a Critical Illness Protection policy.

This is something I had never considered before with the attitude that "nothing will happen to me", plus it meant an extra monthly premium that I'd rather spend on myself. At that time I was a 47 year old contractor with no employer benefits. Although I was in good health, I listened to what Sue had to say about various policy options and how a person's life can change for the worst overnight. Sue highlighted examples of the benefits from having financial security 'just in case'. One example was that of a relative who'd had a serious life changing accident and that his cover helped him enormously.

I took her advice and we arranged Critical Illness Cover. In late December, 2019 I was diagnosed with bowel cancer. I was successfully operated on early in February, but was unable to work for four months. After that recovery period I was still only able to work from home on very reduced hours. My income has suffered massively.

Fortunately I had Critical Illness Cover (I had only been contributing for three and a half years at £99 per month and the insurance settled the full amount (£125k) without question.

I still get shivers as to what may have become of me without cover and with no savings to fall back on with a large mortgage, two cars to run, a motorhome, child maintenance for three kids, birthdays, Christmas, holidays, water, gas, electric, TV subscription, drinking, socialising, take-aways... a list that I'd always taken for granted and goes on and on.

The reward has also helped me as a sort of recompense for the suffering I've had, including my limited mobility as a result of the operation. My grateful thanks go to Sue Smith for convincing me to take cover."

Have a case study you'd like to share? We want to hear about your claims paid and clients' reactions. E-mail communications@primis.co.uk to submit yours and it could feature in a future Broker Heroes!

Thank you Sue and well done on doing a proper job!

Our next broker hero showcase is from Firstxtra team.

Firstxtra's Hero Case Study

Firstxtra's client got in touch to tell their story:



It is with deep sadness I inform you that my husband James passed away suddenly last week, from a genetic condition we didn't know he had, aged 38 years old.

I just wanted to thank you for encouraging us to take out life insurance when we bought the house, because although it won't bring him back, and it doesn't make the pain any less, knowing the mortgage will be paid off in full is a huge weight lifted.

Please use us as an example when people decide against life insurance. He was a 38 year old dad of a 3 and 5 year old. One day we were enjoying a family walk together. 48 hours later, he was gone. No warning.

I say that not to be dramatic but to encourage others to be sensible. Like everybody else, we never thought it would happen to us.

I'm sure one day the girls and I will move house, but it won't be for a long time yet. When we do, I'll be back in touch, asking for your assistance.

Hearing the news from a client that a young family is now without a father is truly awful. The sudden nature of his passing and age provide another reminder to us all that you can be in the prime of your life and not know what is around the corner.

I feel proud that I have been able to make a difference to the family's quality of life in such a terrible time through the advice that I gave. I distinctly remember the protection meeting and, being in their young 30s without children at that time, the clients didn't think they needed to take any cover at all. This story highlights the importance of persistence and challenging clients with 'superman syndrome'. The fact that she is now thanking me for having what was a difficult conversation at the time is an important message for us to all remember day to day."

Have a case study you'd like to share? We want to hear about your claims paid and clients' reactions. E-mail communications@primis.co.uk to submit yours and it could feature in a future Broker Heroes!

Thank you to the team at Firstxtra and well done on doing a proper job!

WELCOME TO THE PRIDE...

JONATHAN NEEDHAM JOINED OUR ENERGETIC TEAM OF REGIONAL SALES DIRECTORS AT THE START OF JANUARY. WE ASKED HIM TO SHARE HIS EXPERIENCES SO FAR.

Reflecting on my first 3 weeks at PRIMIS I have worked really hard to speak to as many brokers as possible and the positive reaction I have been met with hasn't been a surprise to me, there is a real sense, running right throughout our network that everyone is lined up, on the same mission and heading in the same direction.

You realise when you look at our brand and what we stand for that you are dealing with an 'Elite' set of people, brokers right at the top of their game; there isn't a sense that firms join PRIMIS to tick along, like there is in other networks; we are here to grow, we are here to win!

I am really grateful for the warm welcome and support I have received from everyone I have come into contact with, in particular Vicki Ellis, Jo Blackburn, my fellow RSD's, Martin Igoe and everyone in Broker Services, they are the real unsung heroes in my book!

I see an unquestionable belief right throughout PRIMIS that our greatest asset is our people, this kind of environment draws everyone into a circle of trust and safety, there is a clear expectation and cohesion supported by open communication and when you throw the Gaffer's motivation into the mixer you are left feeling invincible.

I suppose looking back on my career so far, I have been searching for an environment that creates that feeling and I feel like a very lucky lad to have finally found it.

Jonathan Needham
Regional Sales Director
jonathan.needham@primis.co.uk



THE FCA DIRECTORY

THE FCA ARE LAUNCHING A NEW DIRECTORY AT THE END MARCH THIS YEAR. THIS DIRECTORY WILL INCLUDE DETAILS OF ALL BROKERS WHO ARE AUTHORISED FOR MORTGAGES AND EQUITY RELEASE ACROSS ALL OUR NETWORK. – AROUND 2,110 BROKERS IN TOTAL!

The purpose of this initiative is to give customers the facility to search for individuals to ensure they are being advised by a qualified adviser.

To enable us to share this data with the FCA, a team in Broker Services Support have contacted all of our brokers who hold one of these permissions.

All the aforementioned brokers have completed a questionnaire through Toolbox confirming the information the FCA requires. Some of this data was held previously, but it required confirmation that nothing had changed. The detail for the FCA included; previous names, date of birth, National Insurance number, how business is conducted, trading address(es) etc – quite a comprehensive set of information.

Now this has been collated, the details will be uploaded, in bulk, onto the FCA Directory. The remaining elements of the Network will be uploaded in their entirety, so we are ready for the FCAs “go live” date in March.

This information will continue to be maintained to ensure that the directory is constantly up-to-date.

This has been a huge under-taking and I would like to extend my thanks to our tenacious PRIMIS team, and to all advisers who have assisted to make this possible.

#proudtobePRIMIS

Jo Blackburn
Operations Director
jo.blackburn@primis.co.uk



LATER LIFE LENDING SOLUTIONS

The future of the later life lending market looks ever more promising. With that comes more innovation, more choice for customers and more opportunity for professionals to help those people unlock the wealth tied up in their homes. To date there are 313 equity release products in the marketplace with rates as low as 2.27%. With this in mind, there has never been a better time for us to announce that ALL mortgage brokers across the network have the opportunity to become equity release authorised.

All clients over 55 should be aware of the financial advantages that are available to them; residential mortgages, RIO's or equity release plans can meet their needs throughout retirement. We have built a market-leading later life proposition to include all of these elements.

In addition, PRIMIS are also members of the Equity Release Council giving our advisers the chance to join too.

This is a fantastic opportunity to retain your customers throughout their changing life-time needs, and supporting them in all elements of later life planning.

Support and training are available to help you qualify, supplemented by a full day course covering lead generation and much more.

For further details please contact your ASM.

Liz Wilkie
elizabeth.wilkie@primis.co.uk



POSITIVE FCA CHANGES.

THE FINANCIAL CONDUCT AUTHORITY (FCA) GENERAL INSURANCE PRICING PAPER HAS ANNOUNCED ITS INTENTION TO END 'PRICE WALKING' WHICH WILL SEE AN END TO HEAVILY REDUCED PREMIUMS AT NEW BUSINESS ONLY TO SEE A SIZEABLE INCREASE AT RENEWAL.

Home Insurance is a product that competes heavily on upfront new business prices, therefore gives rise to one of the largest obstacles a broker faces when selling GI with clients going online to an aggregator and falling victim to these business models.

These changes can see an end to these obstacles for brokers by removing the temptation for clients to opt for a reduced first year premium and more than likely an inadequate insurance policy.

As experienced advisers, you have the expertise and tools to offer your client a quote comparison from a panel of market leading household insurers and provide them with a 5 Star Defaqto rated insurance policy. Your advice will ensure they have the correct policy to meet all their needs.

This can all be completed within Toolbox in your very own fully integrated GI Quote Engine, enabling you to quote and put a policy on risk within 15 minutes. All your compliance documents will be auto generated and attached to your Compliance Summary and a policy record created.

For more information, please contact nicky.hemmings@primis.co.uk

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WINNER

Network of the Year

PRIMIS



*Received by
Toni Smith,
chief operating officer,
PRIMIS Mortgage Network*

“ We are delighted and honoured to win the prestigious title of Network of the Year for the second time. We don't take these accolades lightly, and are dedicated to continuous improvements and enhancements to make PRIMIS the best network for our brokers and their clients. The whole team at PRIMIS strive daily to keep the network in this position, and are all so proud when their hard work pays off and is recognised. Thank you to Robyn and all at *Mortgage Introducer* for delivering a great awards event in this challenging year.”

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MORTGAGE NETWORK

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PRIMIS are part of LSL Group providing stability, security, experience and expertise.

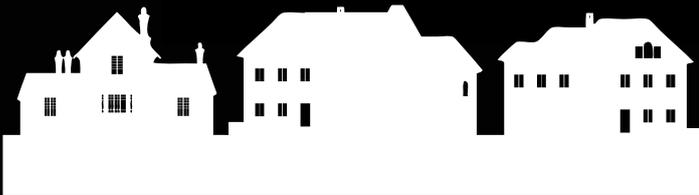
PRIMIS CONTINUALLY SUPPORT AND DEVELOP BROKERS

12 dedicated regional sales directors, over 265 virtual training events in 2020, benefitting 13,000 attendees.



IN 2020
THE MARKET
GREW 10%...

PRIMIS
HAVE SEEN
GROWTH
OF 21% -
TWICE THE
SPEED OF
THE MARKET



FOR EVERY RESIDENTIAL PURCHASE
MORTGAGE SOLD THIS YEAR PRIMIS
SOLD 2.5 PROTECTION POLICIES
(WHICH MAY INCLUDE MULTI-BENEFIT PRODUCTS)



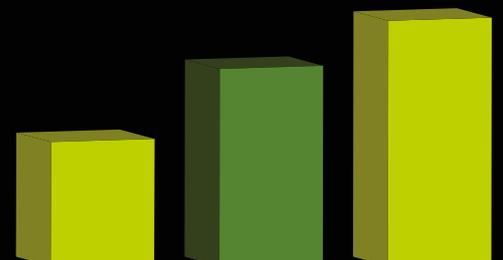
It had to be PRIMIS for me. The senior management team is strong, and I can honestly say they've changed my life and that they genuinely care. PRIMIS makes running my own business much easier, the support and training available is amazing."

Roger Parry Fulcrum Financial



Broker potential realised through world class technology, mentoring and sharing of best practice

DOUBLING
BROKER'S
BUSINESS
AS PART OF A
THREE
YEAR
PLAN



ONGOING SUPPORT FOR MORTGAGE CLIENTS IN 2021

GIVEN THE VULNERABILITY THAT EXISTS AMONG ALL CLIENTS IN THE HOUSING MARKET AS A RESULT OF THE PANDEMIC, WHAT MORE CAN THE MORTGAGE INDUSTRY DO TO HELP SUPPORT CUSTOMERS?

Vikki Jefferies, proposition director for PRIMIS Mortgage Network, provides some practical tips: “Revisiting the fact find is often a good place for brokers to start if a client is facing financial hardship, as this can often help to identify potential solutions.

“For example, there are several product transfer and remortgage options available to customers right now, and one of these solutions may suit customers who would benefit from reducing their monthly repayments.

“It’s also important for advisers to remember that lenders are incredibly keen to work with customers to arrange alternative payment plans if they are struggling financially. Repossession is always a last resort. Lenders remain committed to offering customers solutions that align with their specific circumstances.”

And she encourages advisers to check in with clients to make sure their finances are adequately protected throughout this time, calling protection policies a “lifeline” for people in a financially vulnerable position.

Read the full article from FT Adviser [here](#).



ARTICLE ORIGINALLY FROM

FT ADVISER

TOOLBOX UPDATE

Welcome to the first Toolbox release update of 2021. We're pleased to update you on the latest Toolbox release that is taking place this week.

Below is just a small sample of the developments being deployed this month:

- You can now access the Hub via the Toolbox homepage
- We are making a change to client name character length for Experian checks
- There is now a button to generate AML and Onfido reports
- We have added an impersonation check reminder to the ID page
- There is now a valid ID check to note which impersonation checks are completed
- Additional sections have been added to the mortgage and protection 'Compliance Summary'
- Validation has been removed where estimated commission is over £19,999 for protection policies
- Mortgage Fees Look Up functionality is now fully operational
- An address look-up function has been added to the mortgage Fact Find
- You can now record the form of client meeting and type of sale
- The 'Claims' page now allows new options to accommodate the new Covea product
- You can see endorsements on 'Quote Results' for buildings and contents products

NEW FOR 2021: CLIENT PORTAL RELEASE NOTES

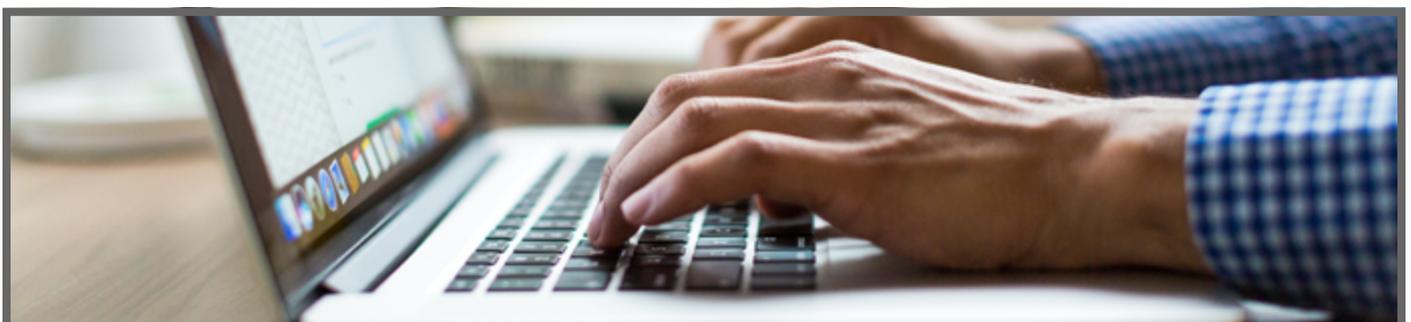
During the pilot of the Client Portal we received fantastic feedback and have made enhancements as a result of this. Thank you to everyone who took part in the pilot and shared their feedback with us.

Following this, we'd like to share more detailed updates with you. As part of each Toolbox release update we'll include the latest improvements we're making to the Client Portal.

If you are interested in using the Client Portal, please contact your RSD.

Simon Breakspear
IT, Supervision and Training Director
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toolbox



FINANCIAL PROMOTIONS

IT IS IMPERATIVE THAT FINANCIAL PROMOTIONS FOR ALL OUR ADVISERS ARE COMPLIANT AS WELL AS BEING CLEAR, FAIR AND NOT MISLEADING.

As a network PRIMIS manage this potential compliance risk in a variety of ways;

- Financial Promotions training as part of the on-boarding process for new members.
- Simple and instructive guidelines provided for easy reference via Toolbox.
- Financial Promotions Team readily available via phone or email.
- Established approval process with agreed SLAs.

SLA'S

- Business stationery – 5 working days.
- Advertisements – 5 working days.
- Social media (without licence) – 48 hours.
- Websites – 10 working days.

SOCIAL MEDIA

We rolled out the social media licence to the entire network in April 2020 and the take up has been remarkable. We are currently in the process of refreshing the annual test due for release in April this year.

We have two routes for social media approval:

Option 1 – take a test and gain a social media licence. Licences will be required for any individual posting financial promotions on behalf of their business. Once the user has demonstrated the required level of knowledge and understanding, a licence will be granted for one year.

When you pass you will be asked to share links to all your business social media channels for our on-going oversight.

The licence will permit the holder to post on business social media channels freely without any intervention or further approval from the Financial Promotions Team.

In order to ensure on-going compliance, the Financial Promotions Team will routinely make spot checks on all channels and contact the licence holder if there are any concerns. The network will retain the right to withdraw the licence from the holder if frequent issues occur.

Option 2 – for those who opt not to have a social media licence, proposed posts can be sent to the Financial Promotions Team for approval. The Team will respond within the agreed 48 hour SLA.

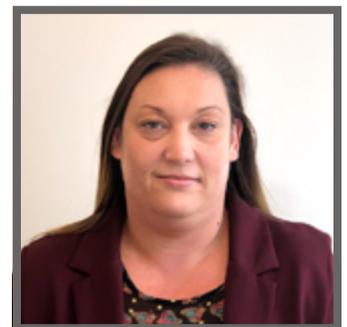


If we can help you by increasing the visibility of your business to potential customers please contact us to talk through some ideas.

We're here to work with you to deliver world class service and great outcomes for your customers too.



Shaber Ahmed



Jamie Bowyer

Contact us on financial.promotions@primis.co.uk

P . R . I . M . I . S

CURRENTLY APART BUT STILL TOGETHER.

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