

15th June 2021



Adviser headcount at PRIMIS grows 8% in 2020 alongside a 17% uptick in protection policies year-on-year

- ***PRIMIS welcomed 233 new advisers during 2020, with over 300 applications in the pipeline***
- ***Protection continues to be a core focus for PRIMIS, with the number of policies in this area having increased by 17% during 2020***
- ***Network also recorded £23.26bn in mortgage completions by the end of 2020 – marking a similar level of growth year-on-year***

[PRIMIS](#) has today revealed that the number of advisers who joined the network in 2020 was up 8% compared to 2019 as it continued to cement its position as the network of choice for brokers. In total, PRIMIS appointed 233 new Appointed Representative (AR) advisers last year, taking its total broker headcount to 2,585. At present, there are 325 applicants hoping to join the network.

The growth in adviser headcount comes as PRIMIS recorded an uptick in the number of protection policies during 2020. The network saw a 17% increase in the number of protection policies it advised on last year compared to 2019, with its completions in this area totalling £42.3m by the end of 2020. Between January and March 2021, PRIMIS brokers wrote a further £11.8m in protection cases – reiterating the work of the network’s advisers in securing strong outcomes for clients.

Meanwhile, PRIMIS saw an uptick in the value of mortgage completions during 2020. The network’s mortgage completion figure for 2020 came to £23.26bn, compared to £22.51bn in 2019. The strength in figures seen throughout 2020 has continued into 2021, with PRIMIS recording £6.72bn in mortgage lending between January and March.

Broker engagement has also increased significantly over the last year, particularly with protection-focused training events. During 2020, PRIMIS had over 4,400 attendees at these events since the network began delivering workshops virtually – more than double the number who attended similar training events in 2019.

Toni Smith, Chief Operating Officer at PRIMIS, comments: *“2020 was an incredibly challenging year for businesses, and the financial services industry was no exception. Despite this, brokers have been doing a remarkable job in supporting mortgage and protection clients with guidance and solutions throughout this period – something we’ve noticed within our own network. Today’s figures reflect the continued commitment among our AR firms to support customers when they have needed this the most, and we are extremely proud of the results our advisers have generated, particularly since the start of Covid-19.*

“It has also been very encouraging to see more than double the number of advisers engaging with protection training since we moved these workshops online during the crisis. Protection support remains at the heart of PRIMIS, and technology has clearly been a great facilitator of this while remote working has become the norm. Making sure all of our AR firms can access the support they need from wherever they are in the UK will continue to be a priority for us post-crisis, and we are confident that this will drive even more positive results over 2021.”

-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.