**Press Release**

**XX May 2022**

**Standard Life Home Finance announces partnership with PRIMIS Mortgage Network**

XX May 2022: [Standard Life Home Finance](https://protect-eu.mimecast.com/s/KQ5OCjYQrHwBGBuWM2--?domain=standardlifehomefinance.co.uk), has announced the launch of a new partnership with [PRIMIS Mortgage Network](https://protect-eu.mimecast.com/s/GS1NCk2QvIRKXKhVKr-g?domain=primis.co.uk), which will see the later life lender sit on PRIMIS’ equity release panel.

The addition of Standard Life Home Finance is part of PRIMIS’ commitment to further strengthening its existing later life proposition and supporting advisers who are looking to build their businesses within the equity release market.

Through this deal, PRIMIS members will gain access to the entire suite of Standard Life Home Finance products which boast a Defaqto 5 Star rating, cover a range of LTVs and include drawdown as well as lump sum options.

Expertise and guidance from Standard Life Home Finance on the product range will also be provided to support advisers as they speak to their clients. PRIMIS’ also has an existing relationship with Air Sourcing, part of Key Group, with members using the platform to service their clients’ entire later life needs.

**Kay Westgarth, Head of Sales at Standard Life Home Finance said:** “Our partnership with PRIMIS is another step in growing our later life lending offering and we’re pleased to be able to work with them to expand their panel offering and support their members in providing the most appropriate solutions for their clients’ individual needs.”

**Vikki Jefferies, Proposition Director at PRIMIS, said:** “As more people look towards later life lending to support their needs, partnering with Standard Life Home Finance will ensure that we can focus on providing advisers with the products and services that suit their clients’ requirements best. Standard Life Home Finance’s priority – recognising advisers as being the future success of the market – aligns with our own priorities, and we are confident that their expertise and support will be a valuable addition to our panel.”

**Notes to Editors**

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**About Standard Life Home Finance**

* The Key Group uses Standard Life Home Finance ([www.standardlifehomefinance.co.uk](https://protect-eu.mimecast.com/s/QXhOClRQwu3VPVuykRBT?domain=standardlifehomefinance.co.uk)) under license from Phoenix Group, the UK's largest long-term savings and retirement business
* Pioneers in the equity release market, Key Group is on a mission to be the UK’s leading retirement finance expert, operating in the later life lending market and focused on helping people finance a better retirement. Celebrating its 22th anniversary in 2021, the Group has helped customers release more than £5 billion worth of equity from their properties.
* Evolving to meet the financial needs of the increasing over-50s market, brands within the Group umbrella include two of the UK’s leading equity release advisers (Key Later Life Finance and The Equity Release Experts), one of the largest equity release lenders (more2life), and leading later life service provider (Air Group).
* At the heart of Key Group is the commitment to use technology to improve/support advice quality, collaborate to build smart later life lending products, make expert financial advice accessible to all people on the retirement journey, encourage product/service innovation and be a leading voice for over-50s on retirement finance matters.
* The Group is proud to be one of the largest private employers in Preston with over 600 colleagues based across the UK and its brands have garnered more than 100 industry and consumer awards since launch.

**About PRIMIS Mortgage Network**

[PRIMIS Mortgage Network](https://protect-eu.mimecast.com/s/GS1NCk2QvIRKXKhVKr-g?domain=primis.co.uk/) 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.