



6th October 2014

## PERSONAL TOUCH FINANCIAL SERVICES JOINS AMI

Personal Touch Financial Services today announced it has joined the Association of Mortgage Intermediaries (AMI). As a leading mortgage distributor in the UK marketplace, Personal Touch will play a key role in committee meetings, quarterly compliance forums and market discussions held by the Association.

Neil Hoare, head of commercial relationships at Personal Touch, explains:

“Our business strategy is intrinsically linked to the mortgage market so it makes great sense that we support AMI and continue to influence the market’s treatment of consumers by lenders both directly and indirectly. Armed with the additional market insight AMI and its other members can provide we are keen to ensure our own members will benefit from greater knowledge and understanding to adapt their own business models with minimal disruption as new demands and changing regulations evolve.”

Robert Sinclair, chief executive of AMI, comments:

“We are really pleased to welcome Personal Touch into the fold. AMI continues to grow and develop as the market recovers from the financial crisis and it is vital that all firms are represented in discussions with politicians, civil servants and regulators. However a united voice to ensure that a combined industry position is delivered is essential and with all the large firms now in membership, AMI is well placed to ensure we achieve a balanced approach to our market.”

**ENDS**

**For further information, please contact:**

David Carrington, Marketing Director, Personal Touch 0121 767 1128 / 07711 377 904

Robert Sinclair, Chief Executive, AMI 07957 470034

Nicola Mitchell, Mitchell Money Penny 01242 703266 / 07980 684240

## Notes To Editors

### Personal Touch Financial Services

Personal Touch Financial Services is a privately-owned professional adviser network. Established in 1994, the Company is authorised and regulated by the Financial Conduct Authority (FCA). Personal Touch Financial Services provides business, technical and regulatory support to a community of highly-qualified member firms, with a focus on the mortgage and protection sector.

Personal Touch is committed to running a consumer-focused organisation with professional standards and service quality at the core of this. In its investment and pensions operation, Personal Touch operates a broad-based, restricted advice proposition with professionally qualified advisers supported by dedicated bespoke technology, compliance and business development resources.

2014 is the 20<sup>th</sup> anniversary of the network which is now established as one of the leading mortgage distributors in the UK marketplace.

### The Association of Mortgage Intermediaries (AMI)

AMI exists to support the professional mortgage intermediary. To do this we effectively lobby the Treasury, FCA, government, EU policymakers and other opinion formers to ensure the regulatory and business environment is positive toward the intermediary. It is AMI's objective to play a critical but constructive role within the mortgage regulation process – offering insights from the “front line” of the intermediary mortgage market. AMI is a non-commercial, not-for-profit trade body. It exists solely to bring about a better business environment for our members so they can continue to serve their clients.