



14th May 2014

LIFEQUOTE SELECTED TO SUPPORT PERSONAL TOUCH ADVISERS

Personal Touch Financial Services, one of the leading adviser mortgage networks, today announced that its adviser firms will now have access to LifeQuote, giving them further support to ensure customers receive the best protection advice in the marketplace.

LifeQuote provides the tools advisers need to be able to fully recommend a tailored protection solution, comparing product features and prices across a broad panel of providers. The service includes multi benefit quote options, Quote+, Decision-in-Principle tool and research tools to simplify the comparison of products.

Personal Touch will be launching LifeQuote with its own dedicated administrative support function providing members with a full administrative service removing the need for advisers to complete applications, chase any third parties and liaise with product providers. With additional time taken to complete mortgage enquiries under the new MMR regime, this administrative saving will allow advisers to concentrate on the advice needs and not the tedious administration. The new LifeQuote service will cover products from Personal Touch's 'integrity' protection panel which includes Ageas, Aviva, Friends Life, L&G, LV= and PruProtect.

Charlotte Power, senior protection manager at Personal Touch, said:

"We have listened to our members to improve the advice process to ensure the best possible protection solution for consumers. Providing our members with access to LifeQuote's multi benefit quote functions and tailored protection plans will allow them to feel confident they are providing the right advice to meet their client's needs. Opening access to the Decision-in-Principle tool will provide a greater understanding of whether a protection case would be rated or declined - something we know can be a challenge when providing protection advice to consumers in today's complex marketplace.

Power continues: “Our aim is to provide consumers with enhanced product options and an improved advice experience. We are delighted to be working together with LifeQuote to help make this happen”.

Neil McCarthy, sales & marketing director of LifeQuote, comments:

“Personal Touch adopting LifeQuote is very important for a number of reasons; firstly, because it sends a clear message that mortgage advisers are one of, if not the most important access points for consumers requiring protection advice, and our services will simplify the process and save them considerable time. Secondly, it highlights that there are no reasons why protection should not be discussed with clients regardless of their age or state of health, and we can use tools to make sure that any product combinations that are required can be purchased simply.”

ENDS

For further information, please contact:

David Carrington, Marketing Director, Personal Touch	0121 767 1128 / 07590 776746
Nicola Mitchell, Mitchell Money Penny	01242 703266 / 07980 684240
Neil McCarthy, Sales & Marketing Director, Direct Life	07957 175758
Vaughan Andrewartha, Director, Votive	020 7248 6058

Notes To Editors

About 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.

Press Release



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 20th anniversary of the network which is now established as one of the leading mortgage distributors in the UK marketplace.

About LifeQuote

LifeQuote is the UK's leading specialist protection service for advisers. It looks after the financial advisers for Direct Life.

About Direct Life

Direct Life is the parent company of LifeQuote. It is one of the largest wholesale providers of protection products in the UK and provides protection aggregator sales platforms for many of the UK's leading financial, mortgage and protection advisers, as well as national consumer aggregators. Direct Life is owned by Cardif Pinnacle Insurance Holdings plc, part of the BNP Paribas banking group.