

**Private Finance recruiting 'crème de la crème' after agency agreements with Strutt & Parker and Jackson-Stops & Staff**

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Independent mortgage adviser Private Finance is selectively recruiting high performing consultants to support the development of its recent agency agreement with Strutt & Parker, and the growth in its existing relationship with Jackson-Stops & Staff.

All three firms operate largely at the top end of the property and mortgage markets and see significant potential in these exclusive introducer arrangements as the large loans and bespoke mortgage solutions sector looks set to be the only intermediated part of the mortgage market in the next few years.

"I am delighted that Strutt & Parker has selected Private Finance as its recommended provider of mortgage advice to clients," said Simon Checkley, managing director of Private Finance, "but the challenge now is to recruit highly motivated, experienced mortgage consultants who can deliver the superior level of service to professionals, senior business people and entrepreneurs for which Private Finance is known."

He added: "The mortgage market will be a very different place in a few years' time, with only the upper echelons of the market remaining attractive to advisers. These exclusive relationships with Strutt & Parker and Jackson-Stops & Staff support our aim to be the first choice for introducers and their clients seeking bespoke advice and the efficient arrangement of a large mortgage."

"Private Finance provides just the type of service that we believe our customers want and deserve," said Michael Fiddes, head of agency department at Strutt & Parker.

"They have a great track record in securing the type of mortgages required for the property sector we deal in."

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### **Notes to Editors**

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### **Private Finance – Key Facts**

- Private Finance is an independent mortgage broker which advises and arranges large loans and associated products and services for high value clients. Private Finance gives introducers exclusive access to bespoke mortgage solutions for their clients and lenders exclusive access to new high net worth market segments.
- Since its launch in 1999, Private Finance has developed strong relationships with a number of estate agencies, and currently has exclusive arrangements with property agency brands including Jackson-Stops & Staff, Strutt & Parker, Frank Harris, The County Homesearch Company and Sullivan Thomas
- Private Finance has grown organically, without seeking external investment, and thus has had freedom to develop its own bespoke culture and business model over the past ten years. Its clients are high earners and wealthy individuals and the essence of the Private Finance service, delivered using the latest technology without losing the 'personal touch', is the quick and efficient arrangement of a suitable mortgage, leaving the client free to get on with their busy life.