

Private Finance launches new website for introducers and their clients and co-brands version for Jackson-Stops & Staff

21 January 2010 Independent mortgage broker, Private Finance, has launched a new website – www.privatefinance.co.uk – as part of its increasing commitment to professional introducers and their clients, designed to support strategic growth plans for 2010. The site is designed to support the company’s exclusive national introducer arrangements such as that which it has with Jackson-Stops & Staff, an example of which can be seen at www.jackson-stopsprivatefinance.co.uk.

The sites provide relevant financial data, mortgage calculators, best buy tables and commentary on the mortgage market. They also give potential introducers and clients more information about what Private Finance can offer and shows the company’s focus on advising and arranging larger loans and associated products and services for clients.

Managing director of Private Finance, Simon Checkley, comments:

“Along with a national network of professional mortgage consultants, backed by an experienced management team, this new website is designed to give our introducers even better access to Private Finance’s bespoke mortgage solutions. We are in growth mode this year and our investment in this new site shows our commitment to the future of the business.”

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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.