

9th February 2010

Private Finance recruits Katie Tucker as Chief Operating Officer

Independent mortgage broker, Private Finance, has appointed Katie Tucker to the position of Chief Operating Officer from 1st March. In addition to Tucker, 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. These exclusive arrangements mean that Private Finance is now receiving High Net Worth mortgage leads from over 80 estate agency branches.

Simon Checkley, Managing Director of Private Finance comments:

“Katie’s background at Mortgage Force and John Charcol makes her a perfect fit; she will tailor our introducer experience, deal with recruitment, training and induction, manage marketing campaigns and also liaise with lenders. As we increase our consultant team we will be improving the product offering and looking for lender relationships best suited to the high net worth borrowers we advise.

“I am thrilled and delighted to secure the services of such a well-respected industry figure as Katie Tucker and can't wait for her to get started.”

Tucker comments:

“I’m extremely pleased to have the chance to play such a significant role in the expansion of Private Finance, and I’m especially looking forward to working with Simon and his team to grow the business in a controlled and professional manner.”

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Notes to Editors

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Private Finance – Key Facts

- Private Finance is an independent mortgage broker (www.privatefinance.co.uk) 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.