

PRESS RELEASE

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Sesame Bankhall Group protection panel passes 1,000 adviser milestone

Over 1,000 advisers are now writing their protection business through Sesame Bankhall Group's Zenith panel following its launch last November. The panel is available to Sesame network members along with directly authorised advisers through PMS and Bankhall.

Zenith comprises six market-leading protection providers: Aviva, Bright Grey, Friends Life, Legal & General, LV= and Zurich. It enables advisers and their clients to benefit from enhanced levels of service and a wide range of quality protection products offering market-leading commission rates.

George Higginson, Sesame Bankhall Group's Chief Operating Officer said: "There is an urgent need for greater levels of protection cover in the UK. Through our Zenith protection panel we are equipping advisers with the tools to help them advise their clients on the benefits that protection offers, with access to the leading providers and best-in-market rates.

"It is great to see advisers taking advantage of the enhanced terms that Zenith offers. Having cracked the 1,000 adviser milestone we are keen to ensure that advisers continue to benefit from the high standard of service and support being delivered. We look forward to welcoming more advisers into our Zenith proposition and our range of new services that we will be rolling out in the months ahead."

Mark Alexander, Director of independent mortgage advisers Mortgage Find, based in Bexley in Kent comments: "Protection forms an important part of my business and the excellent terms and enhanced commission rates on offer from the Zenith panel result in an increased revenue stream for my firm. It is fantastic to see the Sesame Bankhall Group utilising its scale and size to negotiate market leading terms on behalf of adviser firms."

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Further media enquiries

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About Sesame Bankhall Group

Sesame Bankhall Group operates three distinct distribution brands.

- Sesame is the UK's largest appointed representative (AR) network with 1,400 member firms.
- Bankhall is the market-leading support services business for 1,900 directly regulated IFAs.
- PMS operates the largest mortgage club for directly regulated mortgage brokers in the UK.

Services provided include compliance and regulatory support, access to one of the UK's most comprehensive training and development programmes, in-depth product research, preferential PI terms and access to the latest technology to enable advisers to write business more efficiently.