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PARADIGM PROTECT TO USE SOCIAL MEDIA TO START PROTECTION DEBATE

Paradigm Protect, the newly launched protection proposition for advisory firms, has announced it is to use social media as another means of starting wider debate about today's protection marketplace, in addition to what advisers and providers want from it.

To begin this debate Paradigm Protect will be holding a live Twitter Debate on Thursday 3rd April between 10am and midday. Paradigm is inviting advisers and providers to actively participate in the debate by tweeting questions or comments to @ParadigmProtect using the #Paradigm hashtag.

Advisers will also be able to submit questions prior to the debate by emailing info@paradigmprotect.co.uk and they will be answered during the session.

Paradigm Protect was launched earlier this year to existing Paradigm firms and provides a protection hub offering a significant amount of marketing support material to firms in addition to a highly competitive selection of product choice and market-leading commission rates.

Due to its overwhelming success with existing members, the site has now been universally launched to non-Paradigm firms who can also enjoy the benefits of the proposition by visiting www.paradigmprotect.co.uk.

Paradigm Protect will use the Twitter protection debate to help mould the proposition further by asking its followers how they would like to see it develop, either from a product perspective or by adding more support material to help firms write more business.

Mike Allison, Paradigm's Head of Protection said:

"We talked to a number of providers and advisory firms for the initial phase of our proposition and now feel it is important to engage with a wider audience to help us shape our offering further and to begin a debate about how they would like to see the protection sector evolve. This Twitter debate on the 3rd April will help us to understand exactly what firms and providers would like to see in this space and we will endeavour to deliver this through the Paradigm Protect proposition – we are delighted that providers such as PruProtect have already committed to taking part. Twitter is an ideal medium to carry out this Q&A session as it is succinct but allows our industry to collate ideas and thoughts from a wide cross-section of stakeholders. We would urge all interested parties to join us on the 3rd to debate on a vitally important part of our marketplace."

For further information on Paradigm Protect, please visit:

www.paradigmprotect.co.uk

ENDS

For further information please contact:

Bob Hunt, Chief Executive, Paradigm Mortgage Services, Mobile: 07767 462092

Mike Allison, Paradigm's Head of Protection: Mobile: 07775 690340

Rob Griffiths, White Dragon Communications Ltd, Mobile: 07983 641566;

rob@whitedragoncomms.co.uk

Notes to editors

About Paradigm Mortgage Services

- Paradigm Mortgage Services offers IFAs and mortgage intermediaries the same opportunity. Members of the proposition benefit fully from market-leading procurement fees, have access to exclusive and semi-exclusive products, and share in the club's ownership. Members will also have the added opportunity of building additional value wholly attributable to their own individual businesses. Paradigm Mortgage Services also offer a dedicated Mortgage Desk to members.
- Paradigm Mortgage Services is an associated business of Paradigm Partners LLP, the IFA support firm established by Paul Hogarth.
- Paradigm Partners is a limited liability partnership. It offers those firms who sign up the opportunity for them to share in the capital growth of the business via a discretionary trust.

Paradigm Partners LLP

Paradigm House

Brooke Court

Wilmslow

Cheshire

SK9 3ND

Tel: 0845 303 6333

Fax: 0845 303 8333

Paradigm Mortgage Services

Wellington House

Birmingham International Park

Solihull

West Midlands

B37 7HE

Tel: 0121-781 7337/7338

Fax: 0121-731 7339