

4 February 2014

## PARADIGM LAUNCH MORTGAGE AND PROVIDER AWARDS

Paradigm Mortgage Services, the mortgage services proposition, has today launched its new Lender and Provider of the Month Awards which will be voted for by its directly authorised Partner members.

Voting will take place in a variety of categories each month and will culminate in the inaugural Lender or Provider of the Year Awards at the end of 2014. The categories in which voting takes place are:

- Best Residential Lender.
- Best Buy-to-let Lender.
- Best Specialist Lender.
- Best Equity Release Lender.
- Best Overall Lender.
- Best Life Protection Provider.
- Best General Insurance Provider.
- Best Critical Illness Provider.
- Best Income Protection Provider.

Each month Partner members will be invited to vote for their top three lenders and providers in each category – the votes will be collated to provide the monthly winners providing an ongoing snapshot of advisers' views of the consistency of lender and provider service excellence.

Monthly winners in all categories will be revealed and those who top the polls will have the opportunity to interact with those Paradigm's Premier Club members who operate in the various sector spaces. The idea is that the top lenders and providers receive direct recognition, are rewarded and ultimately gain valuable time with key business writers.

### **Bob Hunt, Chief Executive of Paradigm Mortgage Services, commented:**

“Following great feedback from a pilot exercise at the end of last year we have decided to make our lender and provider awards a permanent part of our proposition. Paradigm's focus has always been on the quality of businesses we work with – both adviser and provider – and these monthly awards will give all stakeholders an opportunity to review which firms are working at the top of the game over a period of time. Those that perform consistently well will be rewarded not just with an award accolade but the opportunity to engage with our top business writers

in those sectors. This is all about highlighting excellence and we believe it will not only showcase the best in our marketplace but will also encourage all lenders and providers who are not appearing in the monthly 'best of...' charts to up their game in order to feature. By doing so they will be adding to the increased quality of our overall business environment and, as a result, will have a chance to engage much more closely with the best advisers operating within Paradigm."

For further information on Paradigm Mortgage Services, please visit:  
[www.paradigmmortgages.com](http://www.paradigmmortgages.com)

## **ENDS**

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## **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.

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