

Paradigm sign up Unleash Advice

Unleash Advice was established in February this year by Andy Adewale, former co-founder and executive chairman of Mint Financial Services, and is a new IFA/independent mortgage adviser network proposition. Chesterfield-based Unleash currently has 13 appointed representative firms attached with 30 registered individuals conducting mortgage and investment business. The 30 RIs are a mixture of both mortgage intermediaries and independent financial advisers.

With four months trading Unleash has major expansion plans and ambitions to grow the number of advisers to 200 within four years. Adewale spearheaded Mint from a standing start to 265 advisers, a turnover of £15 million and profits in excess of £400k per annum.

In becoming partner members of Paradigm, Unleash Advice will now receive an equal share of the incremental revenue it creates, once a year. It is also able to build up equity through Paradigm's limited liability partnership which is held in a discretionary trust.

Bob Hunt, chief executive of Paradigm Mortgage Services, says: "To bring on board Unleash Advice as a partner member of Paradigm is particularly pleasing given the pedigree of Andy and his management team.

"His development of Mint and the subsequent success he enjoyed there is testament to the hard work and quality proposition they had to offer.

"Having now established Unleash Advice it is obvious the same fundamentals are already in place and we look forward to working with Unleash and its adviser partners to deliver real value and a formidable array of products, providers and support services.

"We are delighted that Unleash have seen the true benefit of Paradigm's offering and believe we have much to offer all mortgage intermediary and advisory practices."

Andy Adewale, founder and chief executive officer at Unleash Advice Partnership, adds: "I am delighted to be forging this dynamic and strategic collaboration with Paradigm.

"Both Paul Hogarth and Bob Hunt are like-minded executives with enviable pedigree, acumen and integrity which are unparalleled in our sector.

"I very much look forward to working with them and our other colleagues on their side on a partnership platform which enhances the value of our offering to our partners and their clients while equally taking both our organisations one step closer to achieving our corporate objectives."

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Author: Robyn Hall

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