

29<sup>th</sup> January 2021

## **LSL Property Services announces a new partnership and investment with Direct Life & Pension Services**

[LSL Property Services](#) (LSL) has today announced its investment in [Direct Life & Pension Services](#) in a move that reinforces LSL's commitment to the financial services market.

Direct Life provides a range of services to the financial advice market and is best recognised for its intermediary-facing platform, LifeQuote. LifeQuote provides brokers with specialist protection solutions and digital and administrative support to enable them to protect more customers and grow their businesses.

This investment will enable Direct Life to deliver key enhancements to the protection advice market, improve its technological and operational capabilities in this area and provide further growth opportunities for its intermediary partners.

**Jon Round, Group Financial Services Director at LSL, said:** *"LSL's investment in Direct Life reinforces our commitment to driving innovation across the financial services market, particularly the protection advice space. Today's announcement allows us to enhance our digital services in the protection space and bring a market-leading specialist on board to further support our adviser partners in this area. We look forward to leveraging our combined strengths and building a partnership with Direct Life over the coming years that will allow us to drive further innovation across the protection market for the benefit of both brokers and end-customers."*

**Rob Quayle, Chief Executive at Direct Life, added:** *"Partnering with LSL is an exciting step for us as we look to strengthen our proposition and capitalise on wider market opportunities. The collaboration will quicken the development of our range of services, drive efficiency across our operational processes, and expand our distribution channels. As we embark on the next chapter of growth for the business with the support of LSL, we are confident that this will allow us to further*

*enhance our relationships with our partners, both now and in the future, and deliver protection solutions for more consumers.”*

**-ENDS-**

#### **Notes to Editors**

##### **Contact details (Rostrum – LSL’s PR agency)**

Sophie Placido, Eve Frayling

Tel: +44 (0)203 404 7700

Email: [lsl@rostrum.agency](mailto:lsl@rostrum.agency)

##### **Contact details (Direct Life)**

Neil McCarthy, Chief Commercial Officer, Direct Life & Pension Services Ltd

Tel: 07957 175758

Email: [neil.mccarthy@directlife.co.uk](mailto:neil.mccarthy@directlife.co.uk)

#### **About LSL Property Services**

LSL is a leading provider of residential property services in three key markets: financial services, surveying and valuation services, and estate agency. Services to consumers and businesses include: mortgage and non-investment insurance brokerage and intermediary network services, residential sales, lettings, land and new homes, surveying, and conveyancing support. Services to mortgage lenders include: valuations and panel management services, and asset management and property management services. For further information, please visit LSL's website: [www.lslps.co.uk](http://www.lslps.co.uk)

#### **Direct Life & Pension Services Ltd (Direct Life)**

<http://www.directlife.co.uk>

Direct Life, established in 1990, is one of the largest wholesale providers of protection products and services in the UK. It provides protection sales platforms, and outsourced administration services for many of the UK’s leading wealth management, mortgage and protection advisers, as well as national consumer facing aggregators. LifeQuote is a trading style of Direct Life providing portal and administration services to intermediaries.

#### **LifeQuote**

<http://www.lifequote.co.uk>

At LifeQuote we believe that too many people in the UK lack the insurance they need to protect them from devastating life events. That’s why at LifeQuote we’ve been offering advisers our comprehensive administration and new business support since 2001. As the UK’s leading specialist

protection service for advisers, we provide a range of tools and administrative services, for busy advisers and paraplanners, to help them protect more clients and grow their business.

Direct Life is proud to work with the following insurers: AEGON, AIG, Aviva, Beagle Street, British Friendly, Guardian, Holloway, HSBC, Legal & General, LV=, One Family, Royal London, Scottish Widows, The Exeter, VitalityLife, Zurich.