

## **Loughborough Building Society opens a Leicester Agency**

Loughborough Building Society is opening a new agency in Leicester in partnership with a firm of local solicitors.

Working alongside long-established Billson & Sharp, the Society is bringing its award-winning services to the heart of Leicester opening an agency at the solicitors' office in the Clarendon Park area of the city.

Loughborough Building Society customers will be able to enjoy a range of services including savings, mortgages and insurance.

“This move signifies an expansion of the Society's trading footprint in our heartland and underpins our commitment to Leicestershire” says Gary Brebner, chief executive of The Loughborough. “It allows us to reach a wider membership in this vibrant community as well as giving existing members an additional branch based, facility.

“Service is key for us,” adds Gary. “We believe in providing a personal service which differentiates us from other financial service businesses. Being smaller we are able to build better relationships with our customers and members.”

Billson & Sharp was founded in 1889 and with its extensive experience of operating an agency and shared values towards customer service, Mr Brebner believes the partnership is a great fit.

Richard Heap, Senior Partner from Billson & Sharp, says: “We are delighted to be working with such a well respected, local and traditional building society as The Loughborough. We look forward to joining forces and hope this new relationship will bring benefits to the local community.”

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For more information please call Sarah Able at Dark Horse PR on 0115 9814421 or Gary Brebner at The Loughborough on 01509 610707.

Notes to editors:

- The Loughborough has been awarded Best Local Building Society by Mortgage Finance Gazette
- Loughborough Building Society was established in 1867 and operates primarily in the East Midlands
- Assets of £278m as at 31 October 2009
- 25000 members, 3000 borrowers, 22000 investors
- Gross Capital is 7% and liquidity ratio over 25%
- Profit as a % of mean assets is 14 pence for the year ending 31 October 2009
- The Society is ranked 37 by asset size
- Loughborough Building Society won the Contribution to the Community Award at the 2008 Leicestershire Business Awards
- The Society has three branches: Loughborough, Long Eaton and Derby

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