

PRESS RELEASE**Simplify appoints Nicola Bloor-West as Head of Business Development**

Simplify, the UK's largest conveyancing and property services group, has appointed Nicky Bloor-West as Head of Business Development.

Nicky brings with her over 18 years' industry experience, including 12 years as area director at rightmove, regional sales manager for OnTheMarket and more recently as head of partnership development at Lifetime Legal. Nicky will be responsible for building relationships with estate agents to help Simplify build on its market-leading position in the UK.

Dev Malle, chief business development officer at Simplify said: 'Nicky is a fabulous addition to the Simplify business development team and shows our intent as we continue to grow and support our introducer partners. She has a great track record of working closely with estate agent partners and building lasting relationships and we have already had many in the industry welcoming her addition to our team. Recruiting high-quality individuals, like Nicky, is a strategic focus that reinforces and demonstrates our commitment to offer the very best service to our partners. Having bought 2 of the industry powerhouses together in March last year, we have developed a best in market conveyancing proposition so the time is right to allow more agents to access it.'

Commenting on her new appointment, Nicky said: 'I'm really excited to have joined Simplify at such an exciting time. This is a fantastic opportunity and I am looking forward to being part of a first class offering to estate agents, while taking advantage of the market-leading technology. I look forward to meeting new and existing customers over the coming weeks.'

- Ends -

About Simplify

Simplify is the UK's leading conveyancing business and combines innovative technology and great people. Simplify was formed in March 2019 by the combination of the two largest players in the UK conveyancing industry – My Home Move and The Simplify Group. In terms of Land Registry data on mover completions, Simplify Group complete more than double the volume of the next largest group.

Simplify is a fast-growing innovative market leader, employing over 1500 UK staff and continues to invest significantly in operations, technology and in building further capacity to continue to provide high-quality services to the UK property market.

Simplify incorporates five of the largest UK conveyancers: - Advantage Property Lawyers, Cook Taylor Woodhouse, DC Law, JS Law & Premier Property Lawyers, leading conveyancing panel management and property specialists Move with Us, My Home Move and the QualitySolicitors brand.

Visit www.simplify.co.uk for more information.

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