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### ebi launches Affinity matchmaking service

ebi announce the launch of their matchmaking service, Affinity.

The new service enables advisers to register interest in selling their business, or acquiring other financial advice firms.

ebi identified that succession and acquisition can be a challenge for advisory businesses, where ongoing support and care of clients is paramount.

Affinity has been designed to help inform and connect advisers, and facilitate transactions between like-minded sellers and buyers.

ebi is able to aid the process through putting advisers in touch with third party finance, legal and brokerage advice.

Affinity is free and completely confidential.

[Click here to find out more about ebi's new Affinity Service.](#)

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### **Notes to Editors**

Founded in 2010, ebi's sustained growth is driven by an innovative investment proposition in conjunction with an award winning technology suite.

Offering a range of passively managed investment products, ebi has particular expertise in sustainable and factor model portfolios.

ebi strives to be at the forefront of ESG investing. Observing a lack of low-cost, diversified, passive, systematic ESG investment solutions in the marketplace – rather than waiting for such products to become available, it collaborated with leading sustainable investment managers to introduce cutting-edge sustainable investment solutions that are fair, robust, and transparent for end-clients.

Launched by an IFA, ebi understands the requirements of advisers in supporting their clients. Its award winning technology helps facilitate client conversations, mitigate risk and supporting advisers and their business.

Acquired by Parmenion in 2022, ebi continues to operate independently, but with the support and resources to help it achieve its ambitious growth plans.

To learn more, [visit ebi.co.uk](https://www.ebi.co.uk).