

New Exeter law firm created after Ashfords disposes of equity release business

A new law firm has launched in Exeter following the sale of a subsidiary business of South West legal practice Ashfords.

The newly regulated company, Barton Law, is headed up by Peter Barton, who previously worked at Ashfords and has brought a team of more than 40 lawyers and legal assistants with him.

The move is part of a divestment by Ashfords of its equity release arm following a strategic review, the firm said.

Mr Barton led the equity release business at Ashfords for more than 20 years. During that time it became one of the largest teams of its kind in the country and completed over 200,000 equity release transactions.

Barton Law will now provide equity release legal services direct to consumers and through independent financial advisers across the UK.

Mr Barton said: "We're incredibly proud to be launching our new firm today and I'd like to thank all of our team, specialist advisors, suppliers and Ashfords for their support in making it happen and ensuring a smooth transition that maintained continuity of service for our existing clients."

Alison Shiell, operations director at Barton Law, added: "Our clients are not case numbers and the people here at Barton Law have names not team numbers. We shape our IT and service delivery around that promise and look forward to significantly growing our business as Barton Law."

Law firms Porter Dodson and Kitsons, consultants iBoss, corporate finance broker Business Finance Services,

accountants Azets and marketing agency Fuel advised on the set-up of Barton Law.

The announcement comes just weeks after Ashfords elected [Tim Heal as its new chair](#). Mr Heal who leads the firm's real estate services division and is a member of the executive board, started the two-year term with immediate effect.

Like this story? Why not [sign up](#) to get the latest South West business news straight to your inbox.