

Your April Update: Flexible Pricing In Focus, and Our Range of Resources To Support You



Good afternoon %FIRSTNAME%,

Welcome to your monthly Pure update, a collection of business news and resources spanning the last month.

[We're on LinkedIn - don't forget to follow us!](#)

Flexible Pricing In Focus

Available on **Classic**, **Emerald** and **Sovereign**, our flexible pricing model now offers up to 1,000 price points, meaning there's a product ready to meet your clients' needs.

The model has been designed to ensure your client will benefit from a unique and personalised interest rate tailored to their personal circumstances, ultimately allowing for both more competitive pricing and a lower cost of borrowing for applicants.



[Click here to learn more](#)

Effectively Reach Your Customers With Our Marketing Toolkit

Our marketing toolkit continues to evolve, offering everything from educational guides right the way through to digital and print templates that can be customised to your branding. It's designed to act as a one-stop shop to help you take your marketing to the next level in a cost and time-effective way, benefitting from the expertise of our team at every turn.



Last year over 150 advisers benefitted from our marketing support, with over a third using our Mix & Match physical media template options, and a similar proportion using our digital templates.

One adviser said: "I have ordered marketing material on several occasions with Pure, and I have found the service excellent, and the marketing material is brilliant, I use the banner on my video calls"

[Click here to learn more](#)

Business Update

Upcoming events

On May 12th we'll be at the **Equity Release Summit**, where our Head of Marketing Rachel Pease will be delivering a session on effective branding and communication to the over-50s demographic. The event brings together the leading lights from across the industry to share their insights, making it a must for your calendar. [See the full programme and register here](#).



On May 18th, join Ashley Sampson and the **Society of Later Life Advisers (SOLLA)** at our virtual event. As well as a Pure update, you'll benefit from learning about SOLLA, the benefits of achieving the Later Life Adviser accreditation, how it fits into wider regulatory standards, the requirements to apply, and also offer an insight into the assessment syllabus.



Make sure you keep an eye on our socials or our [Events page](#) for details of future events we'll be attending.

MIMA Finalist

We're pleased to have been a finalist in the upcoming Financial Reporter Mortgage Industry Marketing Awards - it validates the expertise that exists in our team, and we're looking forward to continue sharing it with you through our marketing toolkit support going forward.



Catch Up With Our CEO's views

Our CEO Paul Carter recently wrote a piece for Money Age, examining the recent trends in house prices, and the knock-on effects they can have not only for those in later life in regard to their personal circumstances and financial habits, but also their families. Click here to read his thoughts on the current trends between property prices and retirement planning. [Read the full details.](#)



Our New Appointment

We're pleased to announce the appointment of Eleanor Thornhill as our new Chief Financial Officer. Eleanor brings considerable experience with her in terms of driving key financial priorities within organisations, and we're looking forward to benefitting from her insight and knowledge to continue developing as a business going forward. [Read the full details via Best Advice.](#)



Our Good Egg Prize Giveaway

Thanks to everyone who got involved with our Good Egg prize giveaway on LinkedIn ahead of the long weekend. It was great to see many of you celebrating some of your valued business connections, and we've enjoyed our prize winners posting pictures of their Hotel Chocolate haul over the last few days!



In the News

The number of centenarians set to grow by 78% by 2041

Mandatory face to face legal advice returns to equity release

One eighth of Brits are delaying retirement by up to 10 years

Latest Customer Feedback

"The telephone contact has been very good. No pressure, just take your time. Excellent service"
Mr & Ms Sedorski, Glasgow

"All contact has been professional in every way"
Mr & Mrs Maldon, Crook

Here to support you as always



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