

Your April Update



Good morning,

Welcome to our April update, a one-stop summary of some of our key business announcements and resources.

This month, we bring you news of a new Heritage product, our upcoming later life lending events, and our Bronze award for our sustainability efforts.

Jane Mullan, National Field Sales Manager

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

In Focus



Introducing our new Heritage Super product!

We're pleased to be able to offer a new product on our Heritage range, Heritage Super, giving you even greater choice when it comes to finding the right retirement solution for your client!

Key points of note include:

- ☒ Available to customers aged 55 to 85
- ☒ Single and joint life applications accepted
- ☒ Available on properties from £150,000
- ☒ Loan amounts between £10,000 - £800,000
- ☒ Fixed or variable ERCs available
- ☒ 10% ERC-free repayments per year

[Click here to learn more](#)



Our Service Commitment To You and Your Client

We're driven by a commitment to deliver exceptional service to you and your customers, so we are thrilled to announce our latest achievements across Q1:

- ☒ 95.8% of applications processed within two hours
- ☒ 100% of applications processed on the day of receipt
- ☒ 99.9% of brokers' emails to underwriters actioned in four hours
- ☒ 99.8% of valuations assessed on day of receipt

Additionally, we've averaged 33 working days from app to completion across Q1, including a 29-day average turnaround in March!

[Click here to learn more about us and our service](#)

Business Update



Register for our upcoming events!

We've a packed schedule of events in the coming weeks including:

- ☒ Our five-part Consumer Duty webinar series, resuming on June 7th
- ☒ A new Unplaceables webinar to help you find solutions to your hard-to-solve cases
- ☒ Financial Reporter's Digital Equity Release Event on May 2nd
- ☒ A series of underwriting-focused webinars from May 18th, in partnership with Advise Wise
- ☒ **The Pure London Roadshow** on June 14th, where you can benefit from a wealth of knowledge via a range of speakers from across the industry

[Find out more and register](#)



We're moving!

Please note that from the end of this week (April 28th) we'll have a new address as we're moving offices.

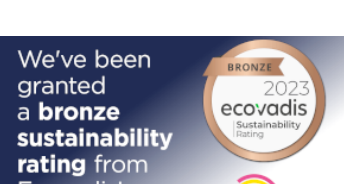
For anyone wanting to update their records, our new address will be:
Pure Retirement, 2200 Century Way, Leeds, LS15 8ZB



Supporting networks to help grow the market

We're pleased to have joined Paradigm's panel, underlining our appreciation of the importance of engaging with mortgage clubs and networks, and helping advisers to find the right solutions for their clients when it comes to retirement planning.

[Learn more about our support](#)






We've been recognised by Ecovadis!

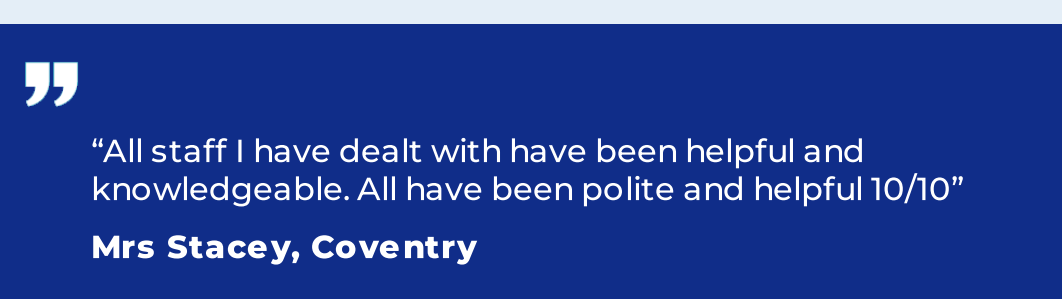
We've been recognised for our sustainability efforts, with a bronze rating from EcoVadis, which looks at how companies manage their economic, social and environmental impacts as well as their relationships with stakeholders.

[Learn more about our values](#)

In the News

-  [A generation of retirees are unsure of their financial position](#)
-  [One in five wealthier homeowners believe that their property will not play a role in their retirement or inheritance plans](#)
-  [One in seven high-net worth individuals, those with assets of £250,000 or more, have reduced their pension contributions within the past six months](#)

Customer Feedback



Here to support you as always



Available on the  ADVISE WISE sourcing platform

See our reviews on  Trustpilot

Tel: 0113 3660 599

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