Pure Retirement

# Your August Update: Our New Mobile App, Free CPD-Accredited Training and More

Good morning

We've created an all-new version of our mobile app, meaning that you can now create KFIs and track your cases directly from your phone or tablet, as well as access our full range of literature, documents and video content.

Scroll down to catch up.

## Mobile App In Focus

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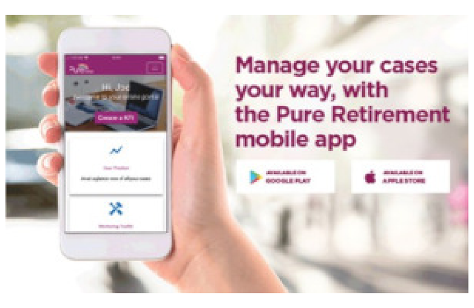
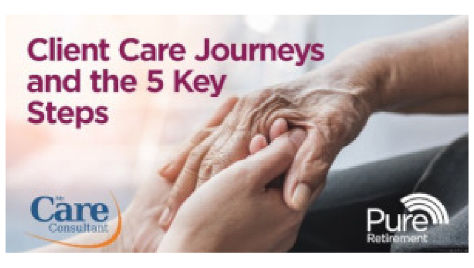



The app is available now to all advisers registered with Pure from either the Apple or Google Play stores, meaning you can use the same secure log-in credentials as you would for our desktop online portal.

**Find out more and download**

## Video Focus

The first of our three-part care training, CPD-accredited, online modules are now available. Brought to you jointly by ourselves and My Care Consultant module one is available from today, the series is designed to increase your knowledge of the care system to help you best serve your clients.




In this first session, Tony Miles and Jacqueline Berry from My Care Consultant will take you through a typical care journey, helping you to understand what some of your clients may experience and how you can support them.

**Watch here**

## Business Update

### Learn How to Market Equity Release on Social Media

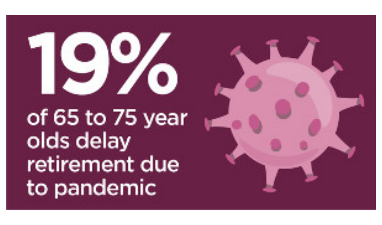
Engaging with your customers on social media is now more important than ever, as more over-55s turn to socials as their main form of communication. To help you navigate this, we've launched a brand new social media guide with new image templates, pre-written posts and top tips for excelling online.

All our social post materials are available to be personalised to your brand, with a mix and match option that makes creating unique posts easier than ever.

[Browse the new additions and get started today via our Adviser Toolkit]

### Boost Your Knowledge With Our Q2 Market Report

Enhance your understanding of the key customer and market trends of Q2 with our Quarterly Market Report, where we unpack data from leaders in the industry (including the Equity Release Council) to help you gain greater insight into equity release customer needs and the market opportunities recent months have presented.




[Download your copy via our Adviser Toolkit]

### Supporting You In a Growing Market With Product Innovation

Our CEO, Paul Carter has written [a column for Mortgage Solutions] exploring the importance, in a growing market, of providing an innovative product range and flexible lending criteria that can adapt to fluid customer needs. Additionally our National Account Manager, Hattie Fancourt, [contributed to the July edition of Mortgage Introducer]. In it, she looks at our Classic flexible pricing structure and how the spirit of innovation and increasingly flexible product landscape is contributing to the growth of the market.

### Join Us At The Financial Reporter Roadshows

Our BDMs will be at the regional Financial Reporter, Later Life Lending roadshows, with locations from Weybridge to Barnsley. Your local BDM will be on hand to help you to learn more about our free adviser support tools, including marketing resources, our market insight reports to guiding you on how to download our mobile app.

[Register your place in a roadshow near you]

### Be the first to hear our latest updates

Updates from the business and key members of our team on new products and resources.

**@PureRetirement**
Explore our adviser-facing channel for more bitesize updates throughout the day

We publish new videos every month on everything from product and resource explainers to marketing tips.

### How your customers can stay in touch

**@EnjoyLaterLife**
Allow your clients to get to know us through regular, customer-friendly daily updates.

New videos every month designed to inspire clients to make the most out of later life and retirement, free to share on your own socials!

## In the News

**COVID widens gender pension gap by 17%**

**Financial shock of widowhood more than doubles under pension system changes**

**Self-employed savers' pension contributions rise by 27% in H1**

## Latest Customer Feedback

**"All staff have always been helpful"**
Mr and Mrs Tourney from Manchester

**"[We] have been impressed by the courtesy and helpfulness of the staff involved [in our case]."**
Mr and Mrs Price from Wigton

## Here to support you as always

**Tel: 0113 3660 599**