

## Your August Update



Good morning,

Welcome to our latest monthly update, a one-stop summary of some of our key business announcements and resources for August.

Learn more about our recent product updates, the latest news on MyPure, our latest resources, industry opinions and upcoming events.

Jane Mullan, National Field Sales Manager

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

### In Focus



#### Product Updates In Focus

##### Classic Range

Now available to all Pure registered advisers, our Classic range is a leading lifetime mortgage solution offering some of the lowest rates in the market, along with:

- ☒ Flexible pricing, offering bespoke rates unique to individual clients
- ☒ No maximum property value criteria considerations
- ☒ LTVs of up to 46%
- ☒ Downsizing protection, for peace of mind to those seeking to move
- ☒ A 21-day KFI rate guarantee, enabling clients to consider their options without fear of potential rate rises
- ☒ Direct Debit facilities, simplifying the process for those wanting to make regular optional repayments

##### Heritage Range

Earlier this month, we removed arrangement fees on our Heritage Special products (please note that these still apply on Heritage Super), as part of our commitment to continually developing our products to deliver best outcomes for consumers. Available exclusively to applicants aged 80-85, Heritage Special offers:

- ☒ LTVs up to 50% (some of the highest on the market)
- ☒ The ability to transfer to a new property
- ☒ Drawdown options
- ☒ The ability to repay 10% annually ERC-free

[Learn more about our full range of products here](#)



#### Delivering Great Customer Experiences, With MyPure

We were recently awarded 'Highly Commended' accreditation by The Financial Services Forum in the Best Innovation In Customer Services category of their recent awards. Our online account management platform allows our customers to self-manage a number of key aspects of their lifetime mortgage, including a streamlined cash release application process that provides greater efficiency compared to postal forms as well as the ability for customers to:

- ☒ Complete and submit their annual Certificate of Continued Occupancy
- ☒ View their account balance and recent transaction history
- ☒ Make one-off optional repayments, and set up monthly repayments
- ☒ Download their annual statements

To date, over 3,300 customers are using the platform, with 450 cash releases! Help us help more of your customers and let them know about this great tool!

[Learn more here](#)

### Business Update



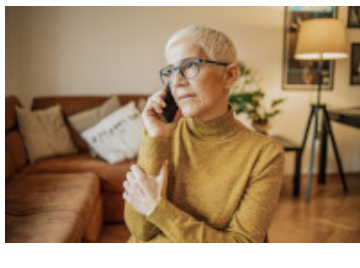
#### Enhance Your Understanding of Spray Foam

We've continued to add to our suite of adviser resources over the summer to help you make the most of the market, with the release of [a guide to spray foam from Lending & Policy Risk Manager Simon Pawson](#) explaining the issues spray foam can cause when it comes to mortgage eligibility and the conversations to be having with your clients.



#### Read Our Views On The Market

You can learn more about our BDM for the Central & East Region, Karen Banks, [in her profile in The Intermediary](#), where she also looks at current market conditions and customer trends. Meanwhile, our Chief Commercial Officer, John Wilson, [has written a column for Moneyage](#) exploring the relationship and potential future synergies between green finance and later life lending.



#### Continuing To Deliver Great Service

We're pleased to continue delivering great pre-completion service levels during 2023, with key standouts for July including:

- ☒ 95.7% 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
- ☒ 99.9% of valuations assessed on day of receipt






#### Later Life Lending Awards

We're thrilled and honoured to have been longlisted for Best Adviser Support at Air's Later Life Lending Awards! Thanks to everyone who nominated us, voting is now open until September 14<sup>th</sup>, so make sure [you have your say](#) - we'd love it if you considered us.

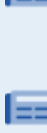



#### Events

-  [My Care Consultant: Equity Release, Care and Consumer Duty - 21<sup>st</sup> September](#)
-  [Pure Update: Product Features Created For Your Customers - 26<sup>th</sup> September](#)
-  [My Care Consultant: Ensuring Good Outcomes For Carers and Those in Need of Care Through Innovation - 4<sup>th</sup> October](#)

### In the News

 [Average house prices rise 1.7% in the 12 months to June 2023](#)

 [Single people need £160,000 more in their pension pots than couples](#)

 [Pension savings make up 36% of retirement income on average](#)

### Customer Feedback



"All staff have been exceptional. They are also extremely caring"

**Mr & Mrs Buxton, Crewe**



"Excellent service. Staff very helpful & supportive. I would recommend Pure Retirement to everyone always. Staff very respectful and kind"

**Mr & Mrs Sornum, Addlestone**

Here to support you as always



Available on all sourcing platforms including  ADVISE WISE

See our reviews on  Trustpilot

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