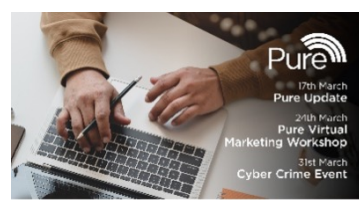


February Update: How We Can Support You



Events in Focus

Throughout the next month we're hosting a variety of events, allowing you to hear from a wealth of industry experts and develop your equity release knowledge to set yourself apart in an increasingly competitive market. The events will cover everything from identifying potential fraudsters and keeping your clients safe, to equity release marketing skills and accessibility.



✓ **17th March**

Pure Update with Jacqueline Berry from My Care Consultant

✓ **24th March**

Pure Marketing Skills Workshop

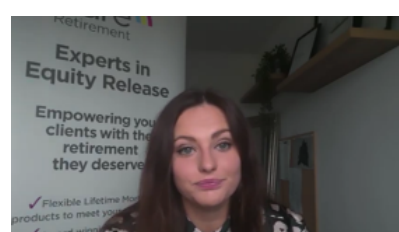
✓ **31st March**

Cyber Crime Event with Eddie Lamb from Hiscox Insurance

[Click here to book your place in our upcoming events](#)

Video Focus

Have you seen our latest YouTube video? Learn more about leasehold, ground rent and service charges as our BDM for the central region runs through the various criteria points across our products.



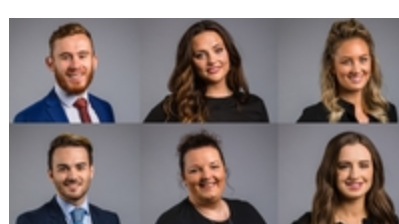
We upload new videos to our YouTube regularly with content designed to help you enhance your equity release knowledge and support your customers in finding the right later life solution. Make sure you subscribe to be notified of our next upload!

[Click here to watch our new video](#)

Business Update

Find Your Intermediary Sales Contact

Following recent changes to our sales team, we've refreshed our postcode search facility. Simply enter your postcode to find your local sales contact, learn more about the team, and how to directly contact your BDMs to gain instant support with everything you need from KFI through to completion.



[Click here to find your dedicated BDMs](#)

Flexible Lifetime Mortgages for Flexible Lives

Here at Pure, we put flexibility at the core of everything we do, with flexible product solutions, flexible adviser support and first-class follow-on-care, helping your customers reach their retirement goals.



[Click here to find out more about #PureFlexibleSolutions](#)

Solving the Social Care Funding Crisis

We're proud to have supported Equity Release Council (ERC) alongside My Care Consultant to launch the ERC's new care report, which addresses the social care funding crisis and explores the role of property wealth in supporting a broader, sustainable care funding solution.



[Click here to read the ERC Social Care Report](#)

Supporting You During Challenging Times

Our Head of Intermediary Sales, Chris Flowers, recently stressed the importance of supporting you throughout ongoing challenges and how we can do so with our product innovation, market expertise and ongoing web development. You can read his insight via the latest 'Viewpoint' feature on MoneyAge.



[Click here to read Chris Flowers' MoneyAge feature](#)

Support Us in the Mortgage Strategy Awards

Help choose this year's winners in the Mortgage Strategy Awards! Over the past year we've worked hard to continue providing innovative products, market-leading adviser support, and technological solutions and we'd love it if you considered voting for us in the categories - Best BDM team, Best Equity Release/Lifetime Lender and Best Lender for Technology. Voting closes **tomorrow**, so don't miss your chance to have your say!



[Click here to cast your vote](#)

#PureWellness

There's still time to get involved in our #PureWellness initiative! The last two sessions will feature a workout using tennis exercises hosted by James Thompson tonight at 5:15pm plus a HIIT Class with Hamerton Fitness on 4th March at 5:15pm.

You can then join us on 5th March at 10.30am for a Pure Wellness Webinar, where we will provide a roundup of the wellness sessions and invite Wellbeing Coach, Rebecca Lightfoot to present key hints and tips on taking care of your wellbeing beyond #PureWellness.



[Click here to sign up for the upcoming #PureWellness events](#)

In the News

What is the best equity release product in 2021?

How property wealth can support over-50s' wish for care at home

Arcadia assets sale gives hope to thousands of pension savers

Latest Customer Feedback

"Excellent staff on [the] telephone [and] very helpful overall. Very quick response, no hassle. Great!"

Mr & Mrs Apperley from Cheltenham

"All the paperwork was excellent, easy to understand. Very easy to contact - helpful and very friendly when speaking to us. Knowledgeable about the service available. Speedy completion - very pleased with the outcome."

Mr & Mrs Smart from St Leonards on Sea

Here to support you as always



Tel: 0113 3660 599

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