

Your February Update



Good morning,

Welcome to our February update, a one-stop summary of some of our key business announcements and resources covering the past month.

This month, we bring you news of your new Sales representatives, the reintroduction of our Heritage range, and details of new reports and resources to widen your knowledge and understanding of both the market and your customers.

Jane Mullan, National Field Sales Manager

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

In Focus



Updates to Our Intermediary Sales Team

Meet Mark Eddison, your Telephone BDM for the Southwest! Mark has stepped up from his usual role as Sales Co-Ordinator to help provide market-leading regional support, working alongside our National Field Sales Manager, Jane Mullan to answer queries and assist in progressing applications.

Learn more about the regional support available to you, via our Sales team postcode search function.

[Click here to find your support](#)



Our Heritage Range is Back

Our Heritage range has returned to the market, offering products aimed specifically at applicants aged 80-85 with LTVs ranging between 45-50%, meaning they offer the highest LTVs for those age ranges.

Additionally, new Heritage criteria changes include:

- ☒ The maximum number of bedrooms has increased from four to five as standard and six to seven for individual consideration.
- ☒ We can allow up to two lodgers and Airbnb occupiers in annexes.
- ☒ The maximum loan amount is £800,000

[Visit our Product Solutions page for more](#)

Market Focus

Read our Research Paper



50 Shades of Silver

How well do you understand your target audience? Do you treat everyone in later life the same, or do you adapt your approach in line with their specific age group?

Our new research paper, produced in partnership with the Silver Marketing Association, breaks these demographics down to a more granular level and sets out the differences that need to be considered when communicating with target audiences.

[Read the new report here](#)

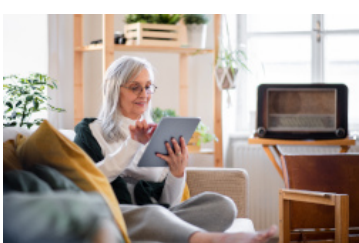
Business Update



Accessing our Adviser Toolkit has Never Been Easier

We've streamlined the process to access our marketing toolkit support! Our new online form means it's easier than ever to submit a toolkit request with our team.

[Try our new online form](#)



MyPure: Celebrating 1,000 Registered Users

It's been less than five months since our MyPure platform launched, allowing our customers to self-manage several key elements of their lifetime mortgage, and we're pleased to say we've now got over 1,000 registered users - learn more about the platform and the benefits to your customer today!

[Discover MyPure](#)



Sharing Our Market Knowledge

Our staff have been sharing their knowledge throughout several publications and channels over the past month. This has included our CEO Paul Carter offering his views on the current state of the market **for Mortgage Introducer**, Jane Mullan penning **a CPD article for Financial Reporter** on best practices during the equity release advice process, and Steven Bromley analysing the relationship between those in later life and technology **for our own Insight blog**.

Customer Feedback



"A seamless application process with clear advice and quick completion"

Mister & Miss Vango, Verwood



"All contact from initial consultation onwards have been professional in every way"

Mr & Mrs Crook, Maldon

[Here to support you as always](#)



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