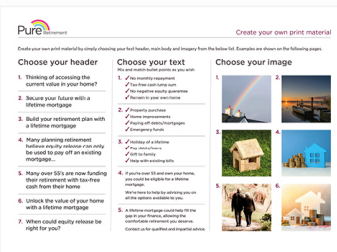


Adapting our Resources to Support You and Your Customers



Marketing Toolkit in Focus

Last week, we expanded our marketing toolkit services to help you create resources that are completely unique to your brand. With our new 'Mix and Match' service, you can now design your own event banners, mailshots, posters and press adverts – you simply need to choose an image, title and text from a wide selection, and we'll do the rest.

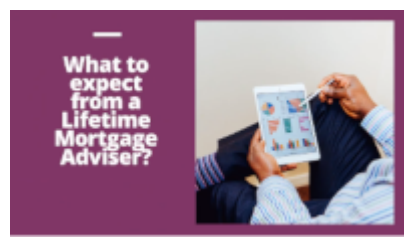


To find out more about how you can use our toolkit to enhance your outreach click the button below.

[Click here to see our Mix and Match service](#)

Video Focus

Our latest video, titled 'Lifetime Mortgage Adviser: All You Need to Know', is a great way to market yourself to new and existing customers and highlight how you can help them achieve the retirement they desire. The video is just the latest of many others designed to help you communicate digitally with your customers, with free-to-share content focusing on anything from common reasons for borrowing to well-being tips.



[Click here to watch our latest customer-facing video](#)

Business Update

Introducing Direct Debits Across our Classic Range

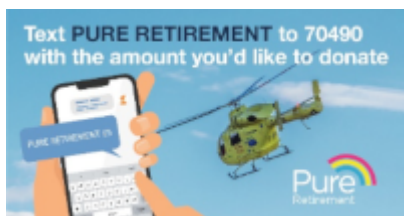
Last week, we introduced a direct debits facility across our Classic range, as a continuation of our work to adapt to your customers' needs and provide them with flexible later life solutions. The repayment option provides an easy way for your customers to repay up to 10% ERC-free annually by scheduling up to 12 monthly payments per year. Your clients could use the facility to benefit from admin-free account management (once arranged), to save time every month and to manage their plans their way.



[Find out more about Classic Range here](#)

Celebrate #NationalHotChocolateDay With Us

This Sunday, its #NationalHotChocolateDay and we've been celebrating all week with a competition in support of Yorkshire Air Ambulance. To get involved, all you need to do is send us photos of your hot chocolate set-up (or your hot beverage of choice!) before 31st January, and you could win a sweet treat from us! If you are in a position to donate, consider gifting the average price of a hot chocolate to YAA by texting **PURERETIREMENT** with the amount you'd like to donate to **70490**.



Email marketing@pureretirement.co.uk with your entries, or click the button below to enter now.

[Click here to send in your entry](#)

Quarterly ER Market Report

It's important to us that we continue to share industry expertise to ensure you're always up-to-date, especially when the industry faces several ongoing changes. In our Q4 market report, we reveal the customer and market trends spanning the last few months, allowing access into a thorough market commentary, alongside a collection user-friendly infographics providing instant industry insight at just a glance.



[Click here to read the latest Quarterly Report](#)

Have your say in Smart Money People British Banking Awards 2021

We're thrilled to have been shortlisted in the Smart Money People British Banking Awards 2021. We'd greatly appreciate it if you took the time to vote for us in the Best Specialist Mortgage Provider category – it's an extremely rewarding achievement to have our commitment to providing market-leading products, service and support recognised.



[Click here to vote](#)

Media Centre

We've recently launched an enhanced media centre, designed to provide you with easy access to the variety of resources available to you. The new events area details all our upcoming events and allows you to register to attend in minutes.



You can also simply choose your event, submit your details then your confirmation and Zoom link will be emailed directly to you. You can also use the media centre to look back on previous editions of these newsletters, just in case you missed the email, meaning you'll never miss an update from us again.

[Click here to visit the Media Centre](#)

#PureWellness: Dedicated to Taking Care Of Your Mental Wellbeing

For the next six weeks, we'll be welcoming a variety of fitness experts to host a series of free virtual PT sessions on Thursdays at 5:15pm as part of #PureWellness, a program dedicated to helping take care of your mental health and wellbeing.

However, if PT sessions don't sound like your thing – we're encouraging those of all abilities to get involved with our Strava leader-board, to put some healthy competition and community into fitness. There are weekly prizes to be won, including 'Top Distance', 'Most Improved' and 'Most Consistent', so why not give it a go!



[Click here to book a PT session](#)

[Click here to join our Strava leaderboard](#)

In the News

Homeowners to increasingly take mortgage debt into retirement

Could rising UK house price lead to rising equity release?

Public service pensions to increase by 0.5% in line with CPI

Latest Customer Feedback

"All the paperwork was excellent and easy to understand. Helpful and very friendly when speaking to us. Knowledgeable about the service available. Speedy completion - very pleased with the outcome."
Mr & Mrs Hart from Chippenham

"Easy to access & find relevant sections plus very readable & well set out. All staff members were contactable quickly & able to answer any questions we had."
Mr & Mrs Gwynne from Swindon

Here to help as always



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