

Your January Update: Sales Team Overview, and Resources To Support You



Welcome to your first monthly Pure update of the year, detailing our Sales team expansion, video resources, and a round-up of some of our knowledge sharing in the trade press. We'd also like to take the opportunity to say thank you to those of you who've nominated or voted for us in recent awards, and we're thrilled to have won **Best Provider for Products** at the Mortgage Solutions Equity Release Awards, and the **Later Life Innovation Award** at the Mortgage Finance Gazette Awards (where we were also Highly Commended for **Best Loan Servicer**). Your support is much appreciated!

Scroll down to catch up!

Hattie Fancourt
National Account Manager

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

Sales Team In Focus

We understand the importance of giving you access to a comprehensive support network, to enable you to focus on best serving your clients, which is why we've expanded and enhanced our Intermediary Sales team.



As part of these changes **Anna Thompson** has been promoted to Sales Operations Manager, enhancing processes and relationships with key strategic partners while aligning priorities within both the Sales team and the wider business in terms of service delivery and process management.

Daniel Armitage is now Telephone BDM for the South East, and we also welcome **Yasmin Dearlove** as Telephone BDM for the South West, and **Ashley Sampson** as field BDM for the South East - all of them bring extensive experience and look forward to meeting you all soon.

Click below to learn more about our Intermediary Sales Team, and to find your regional representatives.

[Click here to learn more about our Intermediary Sales team](#)

Video Focus - Asset TV

We've paired up with Asset TV to create two CPD-accredited videos exploring the state of the equity release market, and the importance of effective branding to the over 55s market.



In the first video we look at the impact of the pandemic on the equity release market, and the growing trends currently being seen in how customers are interacting with later life lending. In the second, we look at building a brand in the equity release market, with topics including best practices for engaging with later life customers.

[Click here to view our videos](#)

Business Update

Mortgage Solutions Later Life Lending Event

We've had a great time at the at the Mortgage Solutions Later Life Lending Event - it's always good to be able to interact with so many of you, and it's been great to see all manner of friendly faces stop by to say hello and hear about our latest developments. Make sure you keep an eye on our socials [or our Events page](#) for details of future events we'll be attending.



Brand Health Check Resources

Our Brand Health Check Guide is now available, for at a glance tips on how to engage your customers for improved brand and business growth, pulling the key highlights together for you from our full brand report on the over 50s market.



The full report is available to registered advisers via our online portal, with brand health check resources available [via our Marketing Toolkit](#).

Investors In People

We're pleased to have been awarded Gold-level Investors In People Accreditation - only 17% of companies within the IIP programme achieve a Gold standard, and it validates the work we've done to create a culture of reward and development, with tools and resources to help them thrive, meaning that we have the best people in the right roles helping us to offer award-winning levels of service and support to customers and advisers alike.



[Click here to learn more about what it means to work for us.](#)

Read our CEO's views

Our CEO, Paul Carter, has been writing some thought leadership for [Moneyage](#) and [Financial Reporter](#), exploring the importance of supporting financial advisers in an increasingly competitive market, and offering his views about how the market is likely to continue evolving throughout 2022.



In the News

[Retired homeowners not claiming full state benefit entitlement](#)

[Sixty is the most popular age to retire early](#)

[Nearly a quarter of retired homeowners have no pension savings](#)

Latest Customer Feedback

"Excellent service all round. I find on all occasions all members of staff are extremely knowledgeable and helpful!"
Mr Fairweather from Perth

"I have found you extremely efficient and information easy to understand!"
Mrs John from Pontyclun

Here to support you as always



Tel: 0113 3660 599

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