Your January Update

Good morning,

Welcome to January's Pure Retirement update, a selection of our latest business news and resources.

This month, we bring you news of our new-look Intermediary Sales team, the widened distribution of our Classic range, and new lending criteria resources to help you provide best outcomes to your clients.

We hope you're all having a fantastic start to 2023.

Jane Mullan, National Field Sales Manager

We're on LinkedIn - don't forget to follow us!

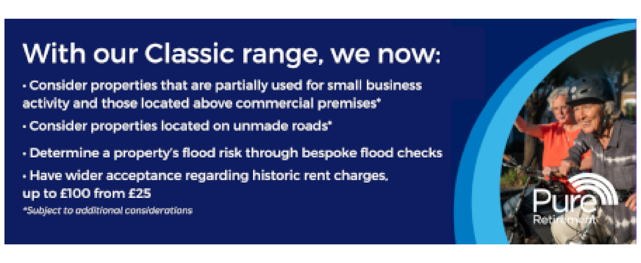
In Focus

Updates to Our Intermediary Sales Team

As part of our commitment to providing you with the best support in the sector, we are pleased to announce the appointment of **Scott Burman**, who leads our Intermediary Sales team, as our new **Head of Distribution**. Additionally:

- Liz Banks will now be your regional support in the North
- Daniel Crowther joins Karen Banks in the Central region
- Kaitlyn Buxton joins the South East and London team alongside Ashley Sampson

Click here to learn more



Classic Product Updates

In our quest to offer the best lifetime mortgage products on the market, we have updated the lending criteria (see graphic) on our Classic range, extending its suitability to more applicants.

This adds to a product which offers a market-low rate of 5.94% MER, flexible pricing, our 21-day post-KFI rate guarantee, and a free Energy Performance Certificate. We have also expanded our Classic range's distribution so more firms can offer its plans.

Visit our Product Solutions page for more

Market Focus

Read our New Lending Criteria Comparison Guide

To help you achieve best outcomes for your clients; we have released our new-for-2023 criteria comparison guide. A clear and concise point of reference, the resource enables you to compare our ranges and find the most suitable solution for your client.

Read the new guide here

Business Update

Winners at the Equity Release Awards!

We were delighted to be named '**Best Provider for Service**' at last week's **Equity Release Awards** and be recognised for our year-long commitment to improving adviser and customer outcomes! This included our Underwriting team working to offer a best-in-class service to take cases from application to the release of funds in an average of just 37 days.

Click to see our achievements

Grow your Business with our Adviser Toolkit

Our Adviser Toolkit is the perfect resource for those looking to enhance their marketing presence as part of their 2023 plans. Featuring a wealth of resources from digital and physical material templates to educational guides discussing branding, email marketing and lead generation, see how it could help you reach your clients today.

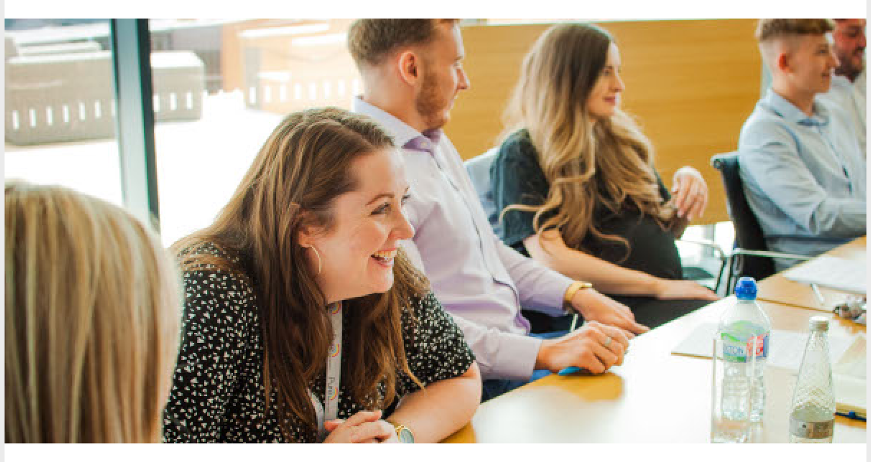
Visit our Adviser Toolkit

Streamlined Broker Cash Release Communication

As part of a wider review of both our adviser and customer-facing processes, from **Monday 30th January** you'll be emailed when your client applies to access funds from their drawdown facility, giving you greater awareness of how they're interacting with their plan and enabling you to check in with them as appropriate, in line with the upcoming FCA Consumer Duty regulations.

In the News

- UK business activity drops at fastest pace in two years as cost rises bite
- LLLE2023: The sector will not be ready for Consumer Duty by July - Crane
- UK economy stumbles behind Euro peers as risk of recession gathers pace



Upcoming Events

Unplaceables

15/02/2023

Join Karen Banks, your Central BDM, for the first **Unplaceables** event of the year. The interactive webinar will give you the opportunity to discuss your hard to place cases with Karen and guests Jane Hanlon, Mortgage Club Manager, Advise Wise, and David Barton, Director at Barton Law.

Click here to register

Customer Feedback

> "Staff are very knowledgeable and helpful. Everything went smoothly and completed very quickly without any problems"
>
> **Mr Talbot**

> "There were no delays in my application or survey of my property. I am very happy with the product"
>
> **Ms Cameron-Samuel**

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