

Your July Update: Product Enhancements, Resources and News



Good morning

Welcome to your monthly Pure update, a curation of business news and resources spanning the last month. As we continue to support you in helping your customers achieve the retirement they deserve with our lifetime mortgage solutions, it's been a busy month of product updates, events and enhancements to the customer journey.

Scroll down to catch up.

Sovereign Range In Focus

Did you know that our Sovereign range currently offers the lowest rate in the market, with products starting from 2.67%. It's part of our commitment to continuing to innovate and offer the best possible product solutions for you and your clients. The range also recently benefited from enhancements, including;



- ✓ ERC-free partial repayments (meaning all of our ranges now offer this facility)
- ✓ 12 ERC-repayments per year up to 10% of the initial amount borrowed, with partial repayments from £50
- ✓ Direct debits facility now added, improving customer experience

[Learn more about our product solutions](#)

Video Focus

We've recently created a webinar, hosted by our BDM for the North Daniel Edmondson, explaining all of the latest enhancements on our Sovereign Range. With it currently offering a market-low rate, there's no better time to learn about what it can do for your clients.



[Watch here](#)

Business Update

Self-service Valuation Booking Now Available

As part of our dedication to improving the customer journey, we're pleased to announce that we're now able to offer Countrywide's self-service valuation booking facility on our Classic range, meaning that customers can self-manage their valuation bookings.



We're the first equity release lender to offer the feature, find out more about how it works via [the recent coverage from Best Advice](#).

We've Become Dementia Friends

As a specialist lender who understands its client base, we're always looking to make their experience as positive as possible. As a result, we've rolled out training across our entire business, enabling our staff to become Dementia Friends and gaining valuable insight into how best to interact with vulnerable customers and those who suffer from dementia.



[Join us and become a Dementia Friend via their website.](#)

Technology and Equity Release

We've been regularly updating our Insight blog this year, [and in this latest edition](#) our Technical Services Manager Steven Bromley looks at the ways the sector has innovated in recent years, and why it's important to understand our customer base and ensure we strike a balance.



[Visit our Insight Blog to read the full feature.](#)

Catch Up On The Long-Term Care Webinar

Our CEO Paul Carter recently joined a roundtable panel hosted by the Equity Release Council on the topic of long-term care, sitting alongside the likes of MP Damien Green and My Care Consultant's Jacqueline Berry and looking at where housing equity feeds into the debate. It comes off the back of the [ERC's report on the topic earlier this year](#).



Read more about some of the key takeaways from the session [via the Equity Release Council website](#).

In the News

Equity release trends show continued impact of COVID on consumer spending

Borrowing by over-55s to soar

27% of homeowners planning to access pension early despite adequacy fears

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

Pure Retirement is authorised and regulated by the Financial Conduct Authority. FCA registered number 582621.

Registered office: Pure Retirement Ltd, 3175 Century Way, Leeds, LS15 8ZB, United Kingdom. Company registered in England and Wales No. 07240896.



[View Pure Retirement's Privacy Policy](#)