

## Your June Update: New Products, Videos and Resources



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 launches, events and meeting you back on the road.

Scroll down to catch up.

### Product Changes in Focus

Here at Pure Retirement, we're continually working to provide flexible lifetime mortgage solutions to homeowners in later life. As part of this commitment, we're pleased to announce new product enhancements across our Sovereign, Heritage and Classic ranges, all of which offer ERC-free partial repayments.

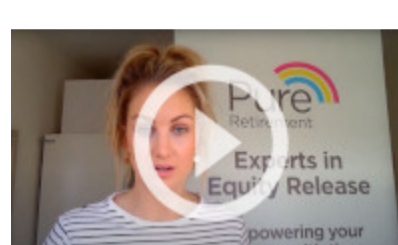


- ✓ New ERC-free repayment opportunities and direct debits facility across our **Sovereign Range**, giving customers the freedom to manage their plans in a way that suits their circumstances.
- ✓ New **Heritage Freedom 20** product, offering customers the flexibility to repay up to 20% of their loan each year ERC-free, with up to twelve repayments per year.
- ✓ New **Classic Flexible Pricing** allowing you to lower your client's lifetime mortgage rates with personalised quotes that take into account age, loan amount, property type and postcode.

[Learn more about our product solutions](#)

### Video Focus

One of the most important things to consider during early conversations with clients is whether they're actually eligible for a lifetime mortgage. There are many factors to think about when answering this question, from their age to the property value. Our BDM for the South, Jane Forshaw, goes through some of the key questions to ask in our latest FAQ video on our YouTube Channel.



[Watch here](#)

## Business Update

### ERC Refreshed Guide Designed To Support Advisers in Equity Release

We're pleased to have partnered with the **Equity Release Council** on the creation and publishing of the second edition of the Adviser Guide to Equity Release, a tool designed to help you establish yourself in the market and achieve the best results for clients.



[Download the Adviser Guide to Equity Release](#)

### Read The Views Of Our CEO

As the world begins to approach a new normal, our CEO, Paul Carter has taken to Iress to explore how the past 18 months have impacted the market and how it feeds into the importance of continued product innovation that strives for flexibility.



[Read his full feature via Iress](#)

### New Digital Bitesize Documents

To celebrate our BDMs finally being able to meet you back on the road, we've teamed up with experts to bring you three new digital bitesize documents on enhancing your social media, taking care of your wellbeing and excelling in life and business.



[Download your copy of the guides via our adviser toolkit](#)

### Learn More About Equity Release in the Wider Market

Our Pure Insight blog continues to expand, with features from specialists both within the business and the wider market.

Understand the factors such as care planning, property values and downsizing and the key role equity release plays in these with articles by our Underwriting Team Manager Gavin Hancock, Senior Comms and Editorial Executive Gareth Ware, Business Development Manager for the South Jane Forshaw as well as Jacqueline Berry Director, My Care Consultant.



### We're Broker Rated As 'Great for Relationship Management'

We're proud to have been commended in the Smart Money People Mortgage Lender Benchmark for our 'Great Relationship Management'. Our dedicated Intermediary Sales Team are committed to helping our brokers you get the best outcomes and are extremely grateful to everyone who took the time to share their feedback.



[Learn more about the Intermediary Sales Team via our postcode search facility](#)

## Industry Updates

### Download the Advise Wise Desktop Application

Advise Wise has launched a desktop application for you to source later life products across the whole market and access all Advise Wise features directly from your desktop, without the need to use a web browser.



- ✓ Quick & easy to download & install
- ✓ Works with all major operating systems
- ✓ Saves your login details

[Download the app now for free](#)

## In the News

**'Overwhelming majority' in favour of net-zero pensions despite low awareness**

**Stamp duty scramble sees grandparents gift £323m for house deposits**

**Equity release: Tackling the ticking time bomb of vulnerable homeowners**

*We're aware of the upcoming changes to stamp duty at the end of June, and its impact on client purchase cases. If you're currently working on any of these, please get in touch with your customers to ensure they're aware of the deadlines*

**Here to support you as always**

## Latest Customer Feedback

"I have found Pure extremely efficient and [the] information easy to understand"

Mrs John from Pontyclun

"All [Pure] staff have always been helpful"

Mr & Mrs Tourney from Manchester



Tel: 0113 3660 599

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