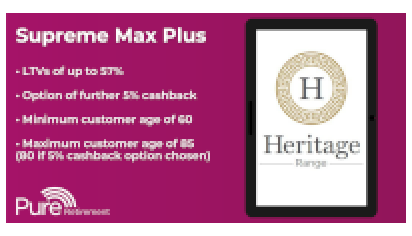
Your June Update: Heritage Range New Product Launch in Focus, and Our Latest News

Good morning,

Welcome to your monthly Pure update, a collection of business news and resources spanning the last month.

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

A New Addition to Our Heritage range



This month we were proud to launch Supreme Max Plus, a new, high-LTV product in our Heritage range. The product offers some of the highest LTVs in the equity release market - up to 57% - making it an exciting development here at Pure Retirement. Successful applicants could also benefit from the option of a fees package offering a further 5% cashback, increasing the maximum available borrowing.

Follow the link below for more information on Supreme Max Plus.

Click here to learn more

Market Focus: Boost Your CPD Knowledge

The Q1 2022 Market Report

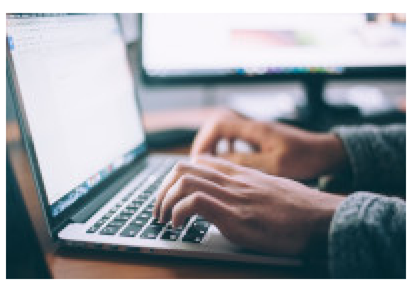
The Pure Retirement Quarterly Market Report for Q1 2022 has now launched, offering an insight into the trends and data of the equity release market in the last quarter. Did you know that 42% of men aged 65 are still in work? Read more in this quarter's report.

You can access the Quarterly Market Report, as well as other guides, information and reports, below.

Download the Quarterly Market Report here

Business Update

Upcoming Events

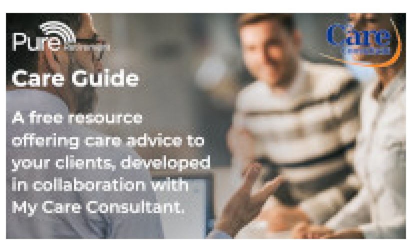


20th July, 10am: we join the **Society of Later Life Advisers (SOLLA)** on their latest webinar, 'Why Care About Care?'. Jane Finnerty, Joint Chair, SOLLA, will discuss how and when equity release advisers should be having conversations.

8th September: Look out for further details about our **Pure Roadshow**, in Sheffield with guest speakers from Enact, Advise Wise and **Solla**, plus discussions on equity release and inheritance tax, marketing support and lending criteria explained.

Head to our Events page for more details, and to register your place.

Adviser Care Guide Launched



This week we have launched a new dedicated guide, in partnership with My Care Consultant, which offers an introduction to offering care advice for firms that don't already do so.

The guide is designed to help you create your own care advice referral proposition and help you answer any questions your clients and their families may have relating to care.

You can find the guide in our Adviser Toolkit suite of resources.

Effective Brand Engagement

Our Head of Marketing and Communications, Rachel Pease, recently penned an article for Financial Reporter exploring effective brand management in the later life sector. Read her full thoughts here.

Rachel's presentation follows our recent research to help advisers better understand and engage with the over 50s demographic. The full report can be accessed through the Learning Zone of our online portal via our website.

In the News

Soaring cost of living could see more people use equity release

UK state pension to increase by 10% in 2023 despite pay warnings

Brexit's Legacy Is Hotter UK Inflation Risk for Years to Come

Customer Feedback

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

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

Here to support you as always

Tel: 0113 3660 599