

## March Update: How We Can Support You



### Marketing Toolkit in Focus

Unsure how to generate more sales leads? Our adviser toolkit has a host of free materials ready to be personalised to your brand and with our new 'Essential Starter Pack' it's easier than ever to get the ball rolling. The bundle includes a collection of ready-made materials including a print flyer, digital advert and one LinkedIn post allowing you to kickstart your marketing presence with fast turn around times.



The new addition follows on from the launch of our 'Mix and Match' service, which allows you to have even more control over resources available to you with flexible options on imagery, text and headlines.

[Click here to view our marketing toolkit services](#)

### Product Focus

Flexibility is at the core of all our products and we're continually working to provide innovative lifetime mortgage solutions that can adapt to your customers' needs, and with our Heritage, Sovereign and Classic ranges we can offer a range of features including flexible repayments, fixed ERCs and a range of LTV tiers. We've recently launched new Classic products with higher LTVs - Classic Supreme and Classic Supreme Plus (available on lump sum plans only).



[Click here to find out more about Pure Product Solutions](#)

## Business Update

### Cyber Crime Webinar

Join us this Wednesday 31st March at 10am for our Cyber Crime webinar with Eddie Lamb, member of the CyberClear team at Hiscox and a specialist educator on the topic. With over 100 sign-ups, it's set to be an unmissable event!



[Click here to reserve your place in our Cyber Crime Webinar](#)

### Read the views of our CEO

Following the recent launch of the Equity Release Council's social care report, which we supported alongside My Care Consultant, our CEO, Paul Carter further unpacked the discussion on how equity release could provide a potential long-term care funding solution which can be read on Iress.



[Click here to read Paul Carter's feature on Iress](#)

### ILP Moneyfacts Awards

Voting is now open for the Investment Life and Pensions Moneyfacts Awards 2021. We'd be really grateful if you took the time to vote for us in the Best Equity Release Provider and Best Equity Release Service categories. Your ongoing support is greatly appreciated!



[Click here to vote for us in the ILP MoneyFacts Awards](#)

## In the News

**Pandemic shift: Homeowners use equity release to buy property**

**Saving amounts rise but pensioners and mortgage holders struggle - what can be done?**

**Recording all client interactions should become the new normal**

## Latest Customer Feedback

"Staff members we dealt with were very explanatory and very helpful. Thank you"

Mr & Mrs Brown from Carlisle

" [A] very good, first-class service"

Mr & Mrs Baxter from Bromsgrove

**Here to support you as always**



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