

Your March Update: Product Enhancements Overview, and Our Latest Resources To Support You



Good morning,

Welcome to your monthly Pure update, a collection 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, we wanted to give you an overview of our year to date, giving you a chance to catch up on anything you may have missed.

Scroll down to catch up!

Hattie Fancourt
National Account Manager
[We're on LinkedIn - don't forget to follow us!](#)

Product Updates In Focus

We're pleased to announce enhancements to both our Classic and Heritage ranges with changes to our criteria making them an attractive and effective option for even more borrowers.

Our Heritage enhancements mean we can now consider up to 100% flat roof properties (except on our Heritage Super Max Plus products), as well as the ability to accept properties with shared septic tanks, provided it is shared between no more than two properties and there is formal satisfactory agreement in place.



On Classic, we now consider 100% flat roofs on certain LTVs, as well as buildings with over 4 storeys (subject to area and referral). Additionally, we've made changes to stipulations around both satisfied and unsatisfied CCJs (refer to criteria for full details), there's no requirement for upkeep agreements on unadopted roads and the maximum number of properties sharing a septic tank has risen from 2 to 4.



Head to our Product Solutions page and view the lending criteria for full detail of these recent changes.

[Click here to learn more](#)

Video Focus - New Brand Resources

Our Head of Marketing, Rachel Pease, recently recorded a webinar examining the importance of building a brand among the over-50s demographic and the steps businesses can take to ensure they're effectively reaching them. The 40-minute session is designed to help you to better understand your core audience, and what they look for in a business, ensuring you're communicating to them effectively.



It's available to registered advisers through our portal, and follows on from a full 80-page research paper, which is also available via our portal.

[Click here to view](#)

Business Update

Upcoming events

On April 4th, we'll be holding a product update webinar led by Jane Mullan discussing the recent enhancements to our ranges and the benefits they hold to you and your clients.



On April 20th, Ashley Sampson will be hosting our Unplaceables webinar, where he'll be joined by Advise Wise and Ashfords in helping you to find solutions for those difficult cases. Make sure you keep an eye on our socials [or our Events page](#) for details of future events we'll be attending.

Financial Reporter Awards

We've been working hard over the past twelve months to deliver a consistent stream of developments to help you and your clients. These have included:

- ✓ Flexible pricing on Classic, Sovereign and our (recently-launched) Emerald ranges, offering up to 500 different price points
- ✓ Technology-driven process improvements such as our refreshed mobile app
- ✓ Enhanced adviser support, including partnering with the ERC on the new version of *The Adviser Guide To Equity Release* and enhancing our marketing toolkit, including new brand health check resources



We'd really appreciate it if you considered voting for us in the **Best Later Life Lender** category at the upcoming [Financial Reporter Awards](#) by clicking [here](#):

Read Our Latest Iress Blog

Our Head of Marketing Rachel Pease recently wrote for Iress, exploring some of the findings into branding and communicating with the over-50s. It offers a great snapshot of the key findings of her wider research, and provides a great summary for those wanting to learn more before exploring the full range of resources available to advisers via our portal. [Read her thoughts here.](#)



Supporting our Community

Earlier this month our Head of Proposition John Wilson led a delegation of staff who went into a local school to share their insights with students as part of the Young Enterprise UK initiative. They spent the day delivering interview technique tips and other knowledge to aid their employability.



It's part of our commitment to support our local communities, and those within it, and we're looking forward to continuing to do so throughout the rest of the year.

In the News

[One in four women over 35 have not saved anything towards their retirement](#)

[The value of a typical home has soared by 20% in two years](#)

[ER customers reduce interest costs by £100m via partial repayments](#)

Latest Customer Feedback

"A seamless application process with clear advice and quick completion"
Mr & Ms Vango from Verwood

"A pleasure to deal with your staff, they are all professional and friendly from the very beginning"
Mr & Mrs Robson, York

Here to support you as always



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