

Your March Update



Good morning,

Welcome to our March update, a one-stop summary of some of our key business announcements and resources.

This month, we bring you news of the reintroduction of our Emerald range, meaning you now have access to our full suite of products. Discover our new Consumer Duty resources, meet our Northern BDM, and read about our service levels and quarterly market report.

Jane Mullan, National Field Sales Manager

[We're on LinkedIn - don't forget to follow us!](#)

In Focus



Our Emerald Range is back!

We're pleased to have reintroduced our Emerald range to market! The move means that we're now offering our full range of products once again, and our Classic and Sovereign ranges also offer sub-6% rates, meaning there are options to cater for a range of needs and circumstances.

Key Emerald points of note include:

- Lump sum only
- Available to applicants aged 55-85
- Maximum LTVs of up to 46.1%

[Click here to learn more](#)



Are You Ready for the FCA's Consumer Duty?

With the FCA's Consumer Duty coming into effect on the 31st July, we've produced a suite of resources to help ensure that you're ready for the new framework and can continue to deliver best outcomes for your clients.

This includes a five-part series of webinars with industry experts, running from April to mid-July in partnership with Advise Wise and covering topics such as:

- Personal Accountability and Record-Keeping to Mitigate Foreseeable Harm
- What Does Consumer Duty Mean For Your Service Offering?
- Consumer Duty and Vulnerable Customers: Are You Prepared?
- How Are Pure Retirement Embracing Consumer Duty?
- Talk To The Experts (an interactive panel debate)

[Visit our dedicated Consumer Duty web page for more](#)

Business Update



Our new Quarterly Market Report is Here!

Whether it's market trends or customer habits and demographics, we've pulled together all the previous quarter's key headlines in our latest quarterly market report, providing you with a one-stop resource to help you stay on top of market movements. Click through to read the latest edition and enhance your knowledge.

[Click here to read](#)



Meet Your New BDM for the North!

We're pleased to announce Gary Dalton as our new BDM for the North! Gary brings over two decades' worth of financial services experience across a number of products, enabling him to help deliver best outcomes for his regional network.

Advisers in the North can get in touch with Gary on gary.dalton@pureretirement.co.uk



Delivering service levels to be proud of

We're proud of our great start to the year, with strong results for February across all of our key metrics, as we continue to strive to provide market-leading service standards to you and customers alike. These include:

- An average of 7 working days from application to offer
- 96.6% of applications processed within two hours
- 99.8% of valuations assessed on the day of receipt
- 100% of broker queries to our Underwriting inbox answered within 4 hours

[Learn more about us here](#)



Have Your Say At The What Mortgage Awards!

Voting is now open for the What Mortgage Awards, and we're pleased to have been shortlisted in the Best Equity Release Lender and Best Customer Service categories. We'd love it if you'd consider voting for us before May 3rd, as we continually strive to offer market-leading products and support, for the benefit of advisers and consumers alike.

[Get your votes in here](#)

In the News

- [Clearing an existing mortgage was the top motivation for taking out equity release](#)
- [More than two fifths of 55-64 year-olds plan to move into 'semi-retirement' before they reach 65](#)
- [Nearly half of homeowners could fail to reach even moderate retirement income](#)

Customer Feedback

“All the staff that dealt with me were so polite and helpful. Very helpful from start to finish”
Mrs Ealham, Leeds

“Very pleased with everything you have done for me. Excellent work”
Mrs Quinn, Liverpool

Here to support you as always



Available on the ADVISE WISE sourcing platform

See our reviews on Trustpilot

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