

Your May Update from Pure Retirement



Flexible Pricing In Focus

We've enhanced our Classic Range with the newly launched Flexible Pricing, our customer-centric approach to lifetime mortgages, available from tomorrow.

You will be able to recommend customers a lifetime mortgage tailored to their lives, with personalised interest rates based on their circumstances, including their age, loan amount, property type and postcode, helping to offer lower borrowing costs.



[Find out more about Classic Flexible Pricing](#)

Video Focus

Knowing where to start when it comes to marketing can be difficult, which is why we are continually updating our marketing toolkit with templates available to be personalised to your brand, with equity release customers in mind.

Find out about the free resources available to you and how they can enhance your presence on our latest YouTube video, detailing the many ways we can help you on your marketing journey.



[Watch here](#)

Business Update

Q1 2021 Customer and Market Trends

Our latest Quarterly Market Report is now available for you to unlock the customer and market trends spanning the first few months of 2021. Understand equity release customer needs and the market opportunities Q1 has presented with a thorough market commentary alongside bitesize infographics.



[The Quarterly Market Report can be accessed via our Marketing Toolkit](#)

Understand Our CSR Policy With New Brochures

We've refreshed our Corporate Social Responsibility brochures, for you not only to learn more about what we do beyond equity release, but to share with your customers when recommending us as a lender, so they can get to know Pure and what we stand for.



[Download your professionals brochure](#) | [Download the customer brochure](#)

Paying For Care: New Brochure from My Care Consultant

We recently partnered with My Care Consultant to bring you a new guide 'Paying for care: important things you and your family should know', designed to help you engage with your clients and their families, helping them fully understand their options when it comes to funding care.



[Start your Care Box membership today for exclusive access](#)

Marathon in May for Macmillan

Thank you to everyone who took part in our Marathon in May for Macmillan, whether you took on the challenge of 26.2 miles, made a donation or shared a social post, your support is greatly appreciated! Since the start of Q2, we have raised an amazing £334 for Macmillan Cancer Support. In case you missed the event, you can catch up on the highlights on our LinkedIn and Twitter.



[Make a donation to Macmillan Cancer Support on our JustGiving page](#)

Quick Wins To Promote Wellbeing In A Changing World

During Mental Health Awareness Week, our Learning and Development Manager Jonathon Pidd featured on our insight blog to share his quick wins for resilience and mental wellbeing, which is now more important than ever as we begin to return to normality.



[Read his feature, plus more equity release articles on our insight blog](#)

In the News

Equity available in UK homes surpasses £650bn

Thousands of pensioners missing out on state pension

Parents should start paying more into their pensions when kids leave home, report says

Here to support you as always

Latest Customer Feedback

"Easy to access & find relevant sections. Very readable & well set out. All staff members were contactable quickly & able to answer any questions we had"

Mr & Mrs Gwynne from Swindon

"We were extremely happy with the way in which we were dealt with throughout the transaction"

Mr & Mrs Jarvis from Leeds



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Pure Retirement is authorised and regulated by the Financial Conduct Authority. FCA registered number 582621.

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