

Your May Update: Flexible Pricing Resources In Focus, and Our Latest News



Good afternoon

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 Personalised Pricing Experience In Focus

What is a personalised pricing experience? Our Classic, Emerald and Sovereign products offer a flexible pricing model with up to 1,000 price points, ensuring your client will benefit from a unique and personalised interest rate tailored to their personal circumstances.

To understand how flexible pricing works for your clients, we've produced a new guide explaining some of the finer details and the ways they combine to offer lower borrowing costs to customers.



[Click here to read our new guide](#)

Video Focus: Boost Your CPD Knowledge

If you were at the Equity Release Council Summit earlier this month, you'll have seen our Head of Marketing Rachel Pease deliver a breakout session on the how to better reach the over-50s market.



Catch up now with a pre-recording from AssetTV. In the CPD-accredited session we took at building a brand in the equity release market, with topics including best practices for engaging with later life customers, the challenges you might face when building a brand in the market, and the trends emerging in the later life lending space.

[Click here to learn more](#)

Business Update

Upcoming Events

On June 8th we'll be hosting another one of our ever-popular Unplacables webinars, where our own Jane Mullan will be joined by representatives from Ashfords and Advise Wise to offer an interactive session designed to help you find solutions to your difficult lifetime mortgage cases.



We are also out on the road - come and see us at:

- 16th June - The Financial Reporter Roadshow Milton Keynes
- 16th June - AirGroup National Later Life Conference
- 22nd June - The Financial Reporter Roadshow Durham
- 23rd June - The Financial Reporter Roadshow Barnsley
- 28th June - Silver Marketing Association - London - another opportunity to see Rachel Pease

[Head to our Events page for more details, and to register your place.](#)

Our Latest Award Win

It's safe to say that we were thrilled to have won Later Life Lender of the Year at this month's MoneyAge Mortgage Awards! We remain committed to ensuring the best outcomes for both you and your clients, and look forward to using this as a springboard to inspire us to continue doing so. Thank you for all your support, votes and nominations at all of the annual industry awards - it really means a lot.



Our New Appointment

We're pleased to announce the appointment of Leslie Baker as our new Chief Technical Officer. Leslie brings considerable experience in terms of driving key technological priorities and projects within organisations - including within major financial services institutions. As technology continues to become increasingly important within the equity release sector we're looking forward to benefitting from his insight and knowledge to continue developing as a business going forward for the benefit of you and your clients. [Read the full details via Best Advice.](#)



In the News

The number of centenarians set to grow by 78% by 2041

Mandatory face to face legal advice returns to equity release

One eighth of Brits are delaying retirement by up to 10 years

Latest Customer Feedback

"The telephone contact has been very good. No pressure, just take your time. Excellent service"
Mr & Ms Sedorski, Glasgow

"All contact has been professional in every way"
Mr & Mrs Maldon, Crook

Here to support you as always

Tel: 0113 3660 599

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