

Events and Resources Designed to Support You



Adviser Marketing Toolkit in Focus

After listening to your feedback on how we can support you more, we've refreshed our Marketing Toolkit and introduced some new additions. We're pleased to be able to share our marketing resources with you in one user-friendly place allowing you to enhance your marketing presence both online and offline with a wealth of tools including:



- ✓ Education Guides stocked with industry expertise on reaching new customers, plus top tips from [Advise Wise](#)
- ✓ Customer-facing videos available to share on your social platforms for free
- ✓ New advertising templates available to personalise to your branding
- ✓ The Pure Quarterly Report providing insight into the current market and customer trends

[Click here to browse our new offerings](#)

Video Focus

As always, we are continually looking for ways to ease your adviser journey with market-leading tools such as our Postcode Checker, which allows you to find your Intermediary Sales contact in seconds. Our BDM for the North, Daniel Edmondson recently took to our [YouTube channel](#) to demonstrate how the postcode checker works and how you can use it to get to know your dedicated BDM.



[Click here to watch the video](#)

Business Update

Read our Latest Customer and Market Expertise

We are committed to keeping you up-to-date with the latest news from the market to prepare you with the knowledge and expertise to support your processes. In the latest edition of our [Pure Insight](#) blog, we explored our loan usage figures from August 2019 to September 2020 to reveal how customers are using their funds. Similarly, in the [Pure Quarterly Report](#) for Q3 2020, figures demonstrated how the pandemic continues to affect not only the way the market works but how customers plan their later life.



[Click here to read Pure Insight](#)

[Click here to view the Pure Quarterly Report](#)

Get Involved with the #PureGiving Initiative

Earlier this year, we selected 14 charities that mean the most to our staff, highlighted in a staff survey, so that over the next 14 months, we can continue our #PureGiving initiative and use our voice to put the spotlight on a different charity each month, which you can see by following us on Twitter and LinkedIn. This month, we're raising awareness for Martin House Hospice, a local charity that means a great deal to our colleagues. Please consider joining us in supporting the organisation by donating, volunteering or spreading the word.



[Click here to donate](#)

Read our features on Financial Reporter

Our Senior Leadership Team have been offering their thoughts on the equity release market in light of the ongoing pandemic via a series of pieces in Financial Reporter.

Firstly, our Head of Intermediary Sales, Chris Flowers discussed how we can support you and your fellow advisers during times where processes are adapting to FCA findings and an increasingly competitive marketplace during what has been a challenging year.



Our Head of Operations, Andrew Clare, also shed light on the market's adaptability to 2020's challenges, exploring the comprehensive adjustments that have been made within financial services.

Our Head of Mortgage Servicing, Suzanne Latimer, also shared her thoughts on how the industry can support the needs of customers as the effects of the pandemic continue to be felt.

[Click here to read Chris Flowers' feature](#)

[Click here to read Andrew Clare's feature](#)

[Click here to read Suzanne Latimer's feature](#)

Get into the Christmas Spirit with Pure

In light of this year's events, we want to spread some early-Christmas cheer. Every working day from 1st to 18th December, we'll be giving away a £50 Amazon voucher in our daily advent draw. To enter, simply complete our broker feedback form, which you receive after each Pure case completion, and email it to admin@pureretirement.co.uk.



You can also join our Sales Team on 1st December for a chance to win an M&S Luxury Hamper in our virtual Christmas quiz to support Macmillan Cancer. Entry is free, but we would welcome your donations too.

[Reserve your place here](#)

[Donate here](#)

MFG Leadership Award

Our CEO, Paul Carter, has been awarded for his outstanding leadership in the Mortgage Finance Gazette Awards. Paul has successfully led the company from the front during an unprecedented world event and managed to not only ensure that we continue trading effectively as a business, but that we remain true to our values and culture and put our people at the centre of everything we do.



Christmas Opening Hours

[Click here to view our opening hours](#)

In the News

Women will be poorer than men in retirement for another 140 years due to the pandemic

Air Group "temperature check" highlights best-performing equity release lenders

FCA investigating lifetime mortgage fees over fears Covid-19 may increase unsuitable advice

Latest Customer Feedback

"The literature is always clearly set out. We have always found you responsive and helpful"
Mr & Mrs Glossop from Broadbent

"Very helpful staff at all times. More than met expectations. Thank you very much"
Mr & Mrs Bury from Crossley



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