

Your October Update: New Products, Exclusive Resources and Upcoming Events



Good morning

Welcome to your monthly Pure update, a collection of business news and resources we've collated spanning the last month, designed to ensure you're kept updated on all of our latest developments, and enabling you to continue helping your customers achieve the retirement they deserve.

As well as the latest information about our award-winning lifetime mortgage solutions, we wanted to catch you up on what's been going on this month, from exclusive new resources to upcoming events.

Scroll down to see the latest.

Hattie Fancourt,
National Account Manager

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

New Product In Focus: Emerald Lifetime Mortgages

Earlier this month, we launched our brand new Emerald lifetime mortgage range, offering flexible pricing solutions to meet the needs of your customers with some of our highest LTVs. To celebrate the new product we'll also be planting a tree for each of the first 50 Emerald completions, in association with the [Yorkshire Dales Millennium Trust](#).



Product features include:

- ✓ High LTVs (up to 57.5%)
- ✓ The opportunity to repay up to 12% annually ERC-free
- ✓ 4% cashback available on all products
- ✓ Direct debits facility
- ✓ Fee-free options available
- ✓ Standard range (non-cashback) ERCs starting at 7%

[Discover our Emerald Range](#)

Video Focus - Effective Brand Positioning for the Over 50s Market

Our new brand report is now exclusively available to registered Pure advisers, offering insight into effective engagement of the over-50s market to help you reach your customers. You can download your copy via our [online portal's learning zone](#).



See the expert panel discussion of findings led by our Head of Marketing, Rachel Pease, and the Chair of the Silver Marketing Association, Sally Winfield via our YouTube channel.

[Watch now](#)

Business Update

Last Chance To Have Your Say In The Equity Release Awards

There's only a couple of days left to help choose this year's winners in the Mortgage Solutions Equity Release Awards. Over the past year, we've been committed to bringing you innovative product solutions, technical developments and support resources that put you and your customers at the forefront, so it would mean a lot if you took the time to nominate us in the following categories:



- ✓ Best Provider for Support, Training and Development
- ✓ Best Lifetime Mortgage Lender
- ✓ Best Provider for Products

[Nominate now via the Mortgage Solutions website](#)

Your Winter Wellness Resources

As winter approaches, we want to provide you with some useful wellbeing resources that focus on the 4 pillars of health and wellbeing: Physical, Mental, Social and Spiritual. Get started with two new exclusive wellness fact sheets to share with customers with tips from Dr Rebecca Lightfoot and mindfulness coach, Sharon Ingle on staying well this winter.



[Download now via our Pure Giving web page](#)

Find New Leads With New Marketing Resources

There are more options than ever to market your business, but referrals are still vital in reaching new clients in financial services. We've added a brand new referral card which can be personalised to your brand, allowing you to let your partners know about your referral incentives easily.



[Browse our templates and get started today via our adviser toolkit](#)

Upcoming Events

After a busy month of roadshows and face-to-face meetings, our BDM teams are back hosting virtual meetings, our BDM teams are back hosting virtual events over the next few weeks, giving you the opportunity to unlock market learnings from the comfort of your own home.



- ✓ Unplaceables - 10th November
- ✓ Pure Product Update - 17th November
- ✓ Jonathon Pidd: 4 Pillars of Winter Wellness Support - Date TBC

[Reserve your place today via our Media Centre](#)

In the News

Help from Mum and Dad: Why it's vital for the nation's post-Covid recovery

ONS: House prices up 10.6% annually in August

Long-term care: How to plan for longer life

Latest Customer Feedback

"From the 1st day of enquiring about Pure Retirement, everything went very smoothly and left me feeling confident in my decision."
Mrs Macrorie from Ayr

"We have been impressed by your service. We have only had 2 or 3 phone calls and have been impressed by the courtesy and helpfulness of the staff involved."
Mr & Mrs Price from Wigton

Here to support you as always



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