September Update - Here to Support You, As Always

Awards in Focus

We'd like to thank you for all your votes in the Moneyfacts ILP Awards, where we were not only commended in the Best Equity Release Provider category but also **winners** of the Best Equity Release Service award.

We're beyond thrilled and incredibly proud to have taken out the category for the **third year running**, which underlines and validates our commitment to providing market-leading service to you and your customers. It comes off the back of a prolonged period of growth in both our Intermediary Sales and Customer Account Servicing teams, as we strive to continue best serving our adviser network and end-point customers.

If you've had a positive experience with us, we'd love your support in the following upcoming awards:

Mortgage Solutions Equity Release Awards: **Best Provider for Development & Support**, **Best Provider for Product Innovation**, and **Best Provider for Lifetime Mortgages**. **Nakita Moss is also standing for Best Business Development Manager**. Vote here before October 2nd.
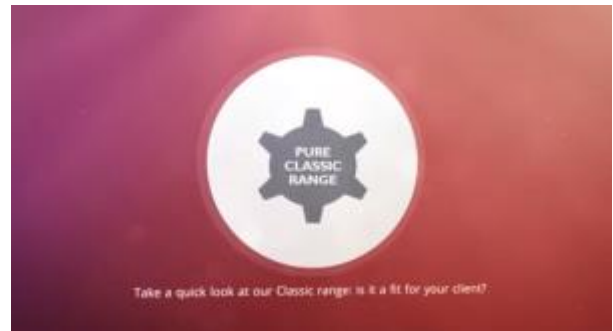
Personal Finance Awards: **Best Equity Release Lender**, and **Best Equity Release Customer Service** Vote here before November 1st

Video Focus

In the same way that we're committed to offering market-leading service standards, we're dedicated to providing innovative and flexible retirement solutions for your customers. We appreciate that in the current climate it's more important than ever that people find the right plan for their needs, so this month we launched new explainer videos to help you decide which product is the best fit for your client. You can find out more about our Classic, Sovereign, Heritage and Freedom 40 range in under 2 minutes on our YouTube channel.

Business Update

Social Media Masterclass

After the positive feedback we received following our inaugural edition earlier this year, we're pleased to announce the return of our social media masterclasses before the end of the year.

Hosted by our Marketing Manager, Melanie Godley, the upcoming sessions are designed as another way to help you uplift your marketing and enhance your business free of charge.

To register simply contact
marketing@pureretirement.co.uk, along with details of
specific social media channels that you would like us to
focus on.

Back To School Webinar Series

Tomorrow will be the final instalment of our well-received
'**Back to School**' webinars, which have run throughout
September. The weekly web events have been led by a
host of amazing guest speakers, all of whom have been
sharing their knowledge and insight across all areas of the
market, from digital marketing to hard-to-place cases!

If you happened to miss any of the webinars, it's not too
late to catch up, get in touch and we can send either a
recorded copy or the presentations. Otherwise, keep your
eyes peeled for updates on our next knowledge sharing
series.

Access the event page here

In the News

Maximum LTV constraints tops broker criteria search

New equity release product launched every 28 hours in 2020

How equity release has evolved

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. The whole process progressed
quickly"**
Mr & Mrs Gwynne, Swindon

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