

Your September Update: Expansion of our Lending Criteria Resources



Good morning,

Welcome to September's Pure Retirement update, a collection of business news and resources spanning the past month.

This month we bring you details of our new lending criteria resources, news of our latest award wins, plus a look back at the recent Pure Lifetime Mortgage Roadshow. We hope you enjoy reading our September Newsletter.

Jane Mullan, National Field Sales Manager

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

New, Expanded Lending Criteria Resources

As part of our commitment to providing a wealth of learning resources on our adviser website, we have expanded our range of lending criteria information.

Our latest document outlines several common reasons why a customer may be declined for a lifetime mortgage, looking in detail at factors such as adverse credit, their properties themselves and more.



[Click Here To Learn More](#)

Market Focus: Pure Lifetime Mortgage Roadshow

A look back at an insightful day

It was great to see so many of you at our Lifetime Mortgage Roadshow earlier this month at Tankersley Manor and making the most of a packed schedule of speakers from across the later life sector. It featured chartered financial planner Chris Daems, speaking on the relationship of equity release and inheritance tax planning, and David Burns, Operations Manager at Enact Conveyancing, exploring the conveyancing process for lifetime mortgage customers.



Other speakers included our own Head of Marketing Rachel Pease, Craig Faulkner, Head of Distribution at Advise Wise, and Jane Finnerty, Joint Chair of Solla, who shared thoughts on later life care and gaining the correct accreditations.

Thank you to everyone who attended. [Visit our website for more upcoming events](#) including a free equity release and inheritance tax planning webinar with Chris Daems this November.

Business Update

The Q2 Quarterly Market Report

Our Quarterly Market Report for Q2 2022 is out now, giving you insight into the latest equity release market trends, consumer habits and more. Did you know that 75% of over-50s are worried that the cost-of-living crisis could impact their retirement?



To find out more, [read the report in our free Adviser Toolkit](#).

What Mortgage and MoneyFacts ILP Awards

We received the brilliant news this month that we won four awards in two key industry events. We were delighted to be named 'Best Equity Release Lender' and 'Best Equity Release Lender for Customer Service' at the What Mortgage Awards, while picking up the 'Best Equity Release Provider' and 'Innovation Award' at the MoneyFacts ILP Awards!

Thank you to everyone who nominated and voted for us, your recognition is greatly appreciated.



Mortgage Solutions

John Wilson, our Chief Commercial Officer, recently spoke to the online publication Mortgage Solutions about how increasing diversity amongst equity release borrowers is vital for the market's growth.



In the article, John notes that this widening customer base is proof that equity release is becoming less of a niche financial solution, but a leading option for many in or approaching retirement.

[You can read more here.](#)

Upcoming Events

11th October: Join our BDM for the North Daniel Edmondson at the **Financial Reporter Digital Equity Release Webinar**, designed to help you enhance your offering to your clients.



13th October: Our team heads to London for the **Mortgage Business Expo**, where our BDMs Ashley Sampson and Jane Mullan will be on hand to discuss our latest developments and wider market movements at **Stand 41**.

19th/20th October: Join two of our BDMs, Jane Mullan and Daniel Edmondson, as they head out on the road to two **Financial Reporter Later Life Lending events**. On Wednesday 19th, Jane heads to Bath, while on Thursday 20th, Daniel visits advisers in Stoke-on-Trent.

[Head to our Events page](#) to find out when our team is next attending an event near you.

In the News

Liz Truss defends British tax-cutting budget despite market turmoil

Why the U.K. Economy Is Taking a Pounding

Government is undercutting UK institutions, says former Bank governor

Customer Feedback

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

Mr & Mrs Jarvis from Leeds

"Excellent staff on telephone. Very helpful overall. Very quick response, no hassle. Great!"

Mrs Apperley, Cheltenham

Here to support you as always



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