



How Air is providing safer tracks to help deliver better customer outcomes

Paul Glynn, CEO, Air

The equity release sector is facing one of its most significant periods of transition to date. A new product environment and a reiteration of regulatory expectations have allowed for reassessment and evolution. But what caused these changes, and how can Air provide safer tracks to help deliver better customer outcomes?

A changing market, the FCA's review and Consumer Duty

Last Autumn's infamous mini-budget saw the introduction of higher rates and lower LTVs. Since then, the equity release sector has faced business model pressures and has had to adapt to evolving market challenges.

None more so than the Financial Conduct Authority's in-depth review of the sector, from which they were left disappointed to find several firms were having insufficient discussions around alternative options, inadequately considering income and expenditure, and held a bias towards recommending lifetime mortgage products.

Under Consumer Duty, firms should have already taken action to drive improvement. But the FCA report provides a further steer over expectations to evolve the focus from treating customers fairly to delivering good customer outcomes.

At Air we believe, as a sector, we can do more. Our aim is to work closely with our partners and governing bodies to encourage best practice and support advisers and firms by providing safe tracks. Our focus on technology, knowledge, and people, can help you unlock confident and rewarding growth, even in the most challenging of times.

A renewed focus

Across the later life sector, prioritising affordability and providing a comprehensive consideration of product options is imperative. Assessing a customer's repayment capacity is crucial in determining eligibility for specific products and in managing borrowing costs.

At Air, we believe advisers who operate in the later life lending market know their responsibility in helping older homeowners make the right choices. But we wanted to create a tool that helps you actively personalise, and document, this part of the advice journey. And our brand-new Later Life Lending Navigator tool does just that.



Air's Later Life Lending Navigator tool



Air's new Later Life Lending Navigator tool allows you to assess your client's affordability as well as narrow down, and document, the suitability of your client's later life lending options.

Designed for advisers in collaboration with advisers and reviewed by stakeholders across the sector, The tool helps educate, challenge bias, and determine not only what products your client may be eligible for, including RIO and standard residential mortgages, but also what advice route will help them achieve the best outcome.

How it works

Split into two parts, the Later Life Lending Navigator tool initially filters your client's later life finance options depending on their ability, and desire, to service the proposed debt, along with their answers to a selection of prioritisation questions.

Then, in part two, you're able to drill further into specific cost of borrowing calculations for each available property-based borrowing option, helping you determine, and recommend, the most appropriate product for your individual client's needs after considering the alternatives available.

Learn more

To start using the Later Life Lending Navigator tool, get in touch with us.

[Click Here](#)

Safer tracks to support better outcomes

The FCA's review shone a spotlight on equity release, highlighting areas where improvement was needed. And while it accepted that all firms included in the review had already made changes to their sales and advice processes, our industry is still evolving.

Putting affordability at the heart of the process, advisers can ensure a wider range of alternative borrowing options are fully considered. By establishing what a customer can commit to in terms of making repayments, you can then determine the products they're eligible for confidently and help mitigate the cost of borrowing.

It is clear that the sector is in a period of evolution. By following this advice philosophy and using Air's new Later Life Lending Navigator tool, we can ensure our advice standards remain high and customers secure better customer outcomes, every time.



Get in touch

Speak to a member of our team for more information on how we could support you. Call 0800 294 5097 or email sourcing enquiries@laterlife.co.uk.