



Great British Insulation Scheme

At the beginning of a new year, many UK residents look to enhance their homes and save money using various support programmes. The UK government's Great British Insulation Scheme, formerly known as ECO+, will continue until March 2026. This initiative helps the most vulnerable in reducing their energy costs. This, coupled with a recent announcement of a £1,500 spray foam discount voucher, has brought the topic of spray foam insulation back into focus.

Mortgage lenders have varying policies regarding spray foam, prompting Pure Retirement's Lending Policy & Risk Manager, Simon Pawson, to create a comprehensive guide on spray foam insulation for financial advisers. The guide explores how advisers can discuss spray foam with clients upfront and how to ensure they understand the implications of installing it after arranging their lifetime mortgage. Read the full guide on Pure Retirement's website [here](#).

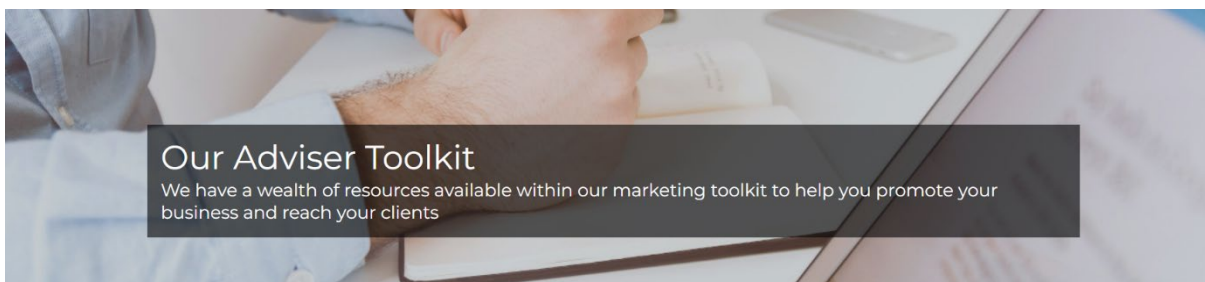


Pure Retirement toolkit updates

Pure Retirement has added two new marketing assets to its toolkit: an outdoor feather flag and client scenarios that can be whitelabeled by firms. The lender's adviser toolkit empowers financial advisers and firms to confidently grow their business within the later life lending market by reaching new customers with engaging marketing.

The toolkit includes both digital and print assets. In addition, to the new client scenario booklet the digital toolkit includes social media templates such as testimonial templates and adverts, and PowerPoint presentations about equity release for both customers and introducers. The print toolkit supports advisers with event banners, flyers, posters, and press advert templates to get your brand seen by a broader audience. All marketing assets are free for registered advisers and can be whitelabeled to represent your own brand.

Start your 2024 marketing with the new feather flag here and the new client scenarios [available online here](#).





Explore the FCA's thematic review on later life advice with Deloitte and Pure Retirement

Join later life finance specialist, Pure Retirement, on January 30th for an exclusive webinar with guest speakers from Deloitte. The webinar will cover the current regulatory landscape of the equity release market, key findings from the FCA's thematic on later life advice, and the key considerations for adviser firms in relation to setting advice fees that provide fair value to consumers.

You'll benefit from Lyndsey Fallon's insight, who has over 16 years specialist experience in risk, regulation, and internal audit. Lyndsey also has extensive experience of leading several risk and regulatory related projects. Additionally, John Lonen from Deloitte, who has over 20 years of experience in complex remediation and regulatory driven transformation programs, will share his expertise.

Register for this free event on Pure Retirement's website [here](#).

