



Empower your customers to manage costs with optional repayments

Pure Retirement's online account management platform, MyPure, allows clients to see their current balance and early repayment charge-free allowance. This overview gives them complete control over how they want to pay, what they want to repay, and how regularly.

All of Pure Retirement's lifetime mortgages offer customers repayment options:

- **10%** on Classic, 12 payments per year, minimum repayment amount is £50
- **10%** on Sovereign, 12 payments per year, minimum repayment amount is £50
- **12%** on Emerald, 12 payments per year, minimum repayment amount is £50
- **10%** on Heritage, 6 payments per year, minimum repayment amount is £500
- Heritage Freedom up to **20% or 40%** (product-dependent), 12 payments per year, minimum repayment amount is £500

Advisers can review and illustrate the benefits of repayments to clients via the company's monthly and annual payment calculators. You can access the calculators [here](#).

Step into spring with more freedom for lifetime mortgage customers

Specialist lifetime mortgage lender, Pure Retirement, has extended the Heritage Freedom products to applicants aged up to 85. Minimum property value for Freedom is at £70,000 with no maximum. A highlight of the range is that customers looking to reduce the impact of interest roll-up can make up to twelve optional repayments, up to 40% depending on the product. Loans can be taken as either lump sum or with a drawdown facility.

Heritage includes a Special 1,2,3 range with a minimum property value of £100,000. Heritage Special products are now available to more customers as the minimum age has been extended to 60, and the Special 3 product champions high LTVs with up to 50.5% from age 80. Explore more detail on how this product range benefits your clients [on Pure's website](#).

Review 2023's later-life lending trends

Pure Retirement publishes its latest market trend report that covers the fourth quarter of 2023. The report covers key statistics such as the factors that motivate new customers to release funds and the features that influence their product choice.

Here's a snapshot of some of the insight featured in the report:

- **25% of new customers** used the released funds for home improvements, representing a 3% rise compared to Q3 2023.
- **2 million parents** have, or would consider, taking out equity release to help their children get on the property ladder.
- Having **fixed interest rates** was the most important thing for UK customers who wanted a lifetime mortgage.

Moreover, Mark Gregory, the Founder and CEO of **Equity Release Supermarket**, shares his insights on the later-life lending market in 2023, as well as his professional opinion on the beginning of 2024. You can read the [full report on Pure's website](#).

How estate charges impact lifetime mortgage applications

Pure Retirement continues to support financial advisers with engaging and relevant industry insight. The latest guide from the lender explores property eligibility in more detail.

While physical property characteristics are often top of mind for lifetime mortgage lending criteria, it's equally crucial to consider financial-admin aspects like estate rent charges when assessing property eligibility. **Simon Pawson**, Lending Policy & Risk Manager at Pure Retirement, has created a guide for financial advisers on estate charges.

[In this guide](#), Simon Pawson, explores how estate charges differ to freehold rent charges, why estate charges are a key consideration for lifetime mortgage lenders, and what discussions you can have with your clients about these charges.

Get set for spring with Pure Retirement's

free marketing resources

As a professional financial adviser, you'll be pleased to know that later-life lender, Pure Retirement, has recently enhanced its toolkit with two valuable marketing assets.

1. Outdoor Feather Flag:

The new outdoor feather flag is a powerful addition to your marketing arsenal. It's eye-catching, attention-grabbing, and perfect for community events, industry gatherings, or even outside your office. Display your brand prominently and draw potential clients to you.

2. Client Scenarios (Whitelabel):

Pure Retirement now offers a set of client scenarios that can be whitelabeled by firms. These scenarios provide real-world examples of how later life lending solutions can benefit clients. Customise them with your own branding and use them during client consultations.

These marketing resources are designed to elevate your business and create meaningful connections with your clients. All marketing assets are free for registered advisers, and you can [access them online](#).

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