



Pure Retirement Increases LTVs Available on its Classic Range

Lifetime mortgage lender Pure Retirement have continued to develop their Classic lifetime mortgages by increasing LTVs to **48%** on the standard range, underlining the range's flexibility and opening it up to more borrowers looking to access the equity in their homes.

- An applicant aged 70 can access LTVs up to 38%
- Applicants from age 80 can access LTVs up to 48%

The changes will be applicable on **both** new initial advances and further advance borrowing. Additionally, existing Classic customers benefit with the removal of the arrangement fee on new further advances and can also access further advances up to the age of **90** for the youngest borrower, providing completion occurs on or before age 89 years +364 days.

These latest changes follow a recent package of enhancements from the lender, which means their Classic lifetime mortgages have no upfront fees, with no arrangement fee and free valuations.

Take a look at these recent updates on Pure Retirement's website [here](#).

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New customisable guide to support client understanding of lifetime mortgages

As part of Pure Retirement's ongoing support to financial advisers specialising in later-life borrowing, the lender has created a new customer-facing guide. Advisers can add their own branding including company logo and tailored 'about us' copy to this 12-page guide.

This new resource is designed to help clients understand how they can benefit from a lifetime mortgage and thereby enhance their later life plans. The guide includes the following sections:

- What is equity release?
- Is a lifetime mortgage right for me?
- What can I use a lifetime mortgage for?
- How much could I borrow?
- How does the process work?

The lifetime mortgages guide is available in both print and digital formats and is free to all advisers registered with Pure Retirement. [Visit Pure Retirement's marketing toolkit form](#) to request your version today.

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