



Explore the current challenges facing the later life lending sector with Pure Retirement

Pure Retirement's Head of Distribution, Scott Burman, shares his thoughts on the current challenges of the later life finance market in a new article featured in the Financial Reporter.

In this interview, Scott Burman, sheds light on:

- Why product development is vital to industry growth
- Why later life lending is appealing to a broader audience
- Why this borrowing option is resonating with owners of higher value homes

Scott Burman explores if technology-led service or service in general offers a key differentiator in the market and discusses some of the latest statistical findings from Pure Retirement.

Stay informed with the latest developments in the later life lending sector and read the interview on the Financial Reporter's website [here](#).

THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.



New Client Scenarios Following Major Refresh on Pure Retirement's Emerald Range

Specialist lifetime mortgage provider, Pure Retirement, recently refreshed its Emerald range of lifetime mortgages to offer consumers greater choice.

The redesigned Emerald range features a drawdown facility with a minimum drawdown of £500, a shorter seven-year early repayment charge, increased LTVs up to a maximum of 47%, and the removal of arrangement fees on both initial and further advance borrowing.

Pure Retirement have created two useful client scenarios to assist financial advisers when illustrating the Emerald range:

1. Sue and Harry's story shows how the drawdown facility could support clients looking to fund care needs. [View here.](#)
2. Geroge's story illustrates the maximum LTV of 47% in use to buy a second property. [View here.](#)

Please note, these cases are examples only and created for financial advisers. Every case will be different.

THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.



New Profile of the Modern Woman in Equity Release



Lifetime mortgage lender Pure Retirement has analysed its data to determine the profile of the modern, single female applicant in the equity release market.

The data shows that among new customers in 2023 taking out initial loans 64% of all single applicants were women and they used their released funds in the following manner:

- 27% for home improvements
- 20% to repay debts or mortgages
- 10% to give gift friends or family

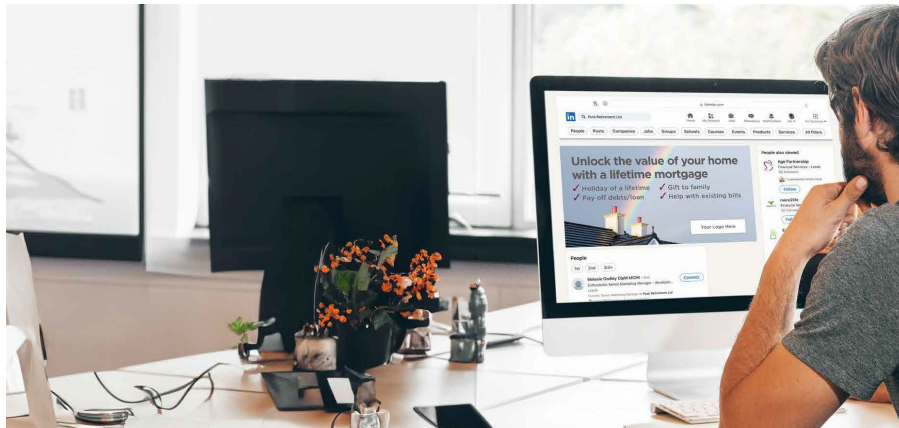
More than half of the applicants above chose lumpsum plans and their ages were divided like this: 27% were 70-74 years old; 21% were 75-79 years old; 21% were 65-69 years old.

You can view the complete data set with property values and insights from Pure Retirement's Head of Mortgage Servicing Suzanne Latimer [here](#).

THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.



Elevate your online presence with Pure Retirement's Digital Toolkit



Specialist lifetime mortgage provider, Pure Retirement, offers you a comprehensive suite of resources designed to streamline your online marketing efforts.

The digital toolkit includes customisable templates for social media adverts, LinkedIn banners, and animated GIFs, ensuring your brand stands out in a crowded digital landscape.

- Use Pure's customer-facing brochures like the Guide to Lifetime Mortgages to illustrate the pros and cons of equity release to clients.
- Engage your audience with carousel adverts, perfect for platforms like Facebook and LinkedIn.
- Explore and use the lender's **new and improved** social media ad designs.

Use Pure Retirement's [online enquiry form](#) to submit your digital toolkit request today and take the next step in your business' digital journey.

THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.



Pure Retirement analyses customer loan trends shaping later life finance

As lifetime mortgages continue to serve a wide range of needs and audiences, it's important for financial advisers to understand the customer trends shaping the later life finance industry.

Specialist lifetime mortgage provider, Pure Retirement, has analysed loan trends amongst their customers in quarter one of 2024. The new report reveals some interesting insight, including:

- 20% of new equity release customers listed either **holidays** (11%) or **cars** (9%) as the primary reason for borrowing (initial advances)
- 26% of lumpsum applicants primarily borrow for **paying off debts or mortgages**
- Drawdown customers use released funds for **lifestyle-oriented purposes**, with only 16% repaying debts and mortgages

The report also covers key statistics from the later life finance market as a whole. You can read the full Q1 Equity Release Market Insight report on Pure Retirement's website [here](#).