



## Pure Retirement Partners With Manuka Media for Introducer Engagement Webinar



Join owner and CEO of Manuka Media, Rosalia Lazzara-Tilley on **October 1st at 10am**, for a webinar filled with her marketing expertise within financial services.

In this webinar hosted by later life finance experts, Pure Retirement, Rosalia will discuss how advisers like you can connect with like-minded **introducers** through social media to build your reputation, reach new customers, and connect with others across the industry.

Webinar attendees will be entered into a prize draw to win one of seven copies of Rosalia's book, "[Social Media Guide for Mortgage Brokers](#)".

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

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## New Data Reveals 2024's Average Equity Release Customer



New data from specialist later life lender, Pure Retirement, reveals that the average age of lifetime mortgage customers has decreased from 75 in 2018 to 69 in the first half of 2024, with a significant rise in customers aged 60-70.

- **Primary Borrowing Reasons:** Under-65s mainly use lifetime mortgages for debt and mortgage repayment, while over-75s focus on home improvements and gifting.
- **Property Value Trends:** The average property value for new lifetime mortgage customers in H1 2024 was just under £416,000, with a rise in higher-value properties.
- **Applicant Demographics:** 58% of completed cases over the first half of 2024 have been on a joint lives' basis, while among single life applicants, 67% are women.

Read the [full report on Pure Retirement's website](#) to discover what the modern lifetime mortgage applicant looks like.

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## Pure Retirement's Equity Release Guide for Client Consultations



Later life finance expert, Pure Retirement, continues to support financial advisers by providing useful resources for advisers to use during client meetings. The 'What is Equity Release' guide is designed to give your clients an overview of equity release, including:

- A useful definition of equity release
- What a lifetime mortgage could be used for
- How applying for a lifetime mortgage can work

The guide also provides a useful collection of frequently asked questions and what to consider when determining if a lifetime mortgage is the right choice for a client.

[View this free customer guide on Pure Retirement's website.](#)

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