# Equity Release: New Lifestyle Max lifetime mortgage

**Date issued:** 25 November 2024

**Applicable to:** Advisers and Admin users

Launch of the new Aviva Lifestyle Max lifetime mortgage

# Headlines

From **Monday 25 November** we are launching our new product, the Lifestyle Max lifetime mortgage. This complements our Lifestyle Flexible Option lifetime mortgage (LFO). The Lifestyle Max has been designed in response to evolving market conditions, customer needs and adviser feedback.

**What is the Lifestyle Max?**

- A higher Loan to Value (LTV) -up to 14% more than our LFO
- An initial loan only (no cash reserve facility available)
- A 4-year Fixed early repayment charge term
- Terms & Conditions the same as the LFO (Edition 11)
- Access to our broad and flexible lending criteria

**How do I get a quote and apply?**

- The Lifestyle Max will be available through your research portal of choice. Where both of our products can be offered, we will return two results.
- Apply in the same way you do today. Log into the Aviva adviser website and select the illustration you wish to proceed with.

**Transitional arrangements for the Lifestyle Flexible Option**

In accordance with our previous communication on Wednesday 20th November, the T&Cs Edition 11 came into effect on that date meaning:

- All offers and re-offers produced and issued on or after Wednesday 20th November are based on T&Cs Edition 11
- If you have already applied on the Lifestyle Flexible Option and you now want to recommend the Lifestyle Max you must withdraw the current application and submit a new application

**Support documentation**

To following documents are available for the Lifestyle Max product:

- A side-by-side comparison of both Aviva products.
- Target Market Statement giving clarity on who the Lifestyle Max is designed for.
- Value for money assessment
- Terms and conditions (Edition 11)
- Case study

The Target Market Statement (TMS) for the Lifestyle Flexible Option has been updated with some new attestations. You can find the updated TMS here

**Support**

If you have any questions, please contact our Retirement Key Account Manager