



Interest-Serviced Cash Releases Now on Pure Retirement's Customer Platform

Later life lender, Pure Retirement, has added interest-serviced cash releases to the customer platform, MyPure. Interest servicing customers can now apply for interest-serviced cash releases directly through the platform. This new feature is now live and ready for customers to use.

The MyPure platform offers customers a support avenue in addition to continued access to the lender's office-based customer account servicing team, thereby bringing the later life lending sector in line with mainstream financial areas such as high street banking and insurance.

[Find out more about MyPure here.](#)

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New Data Shows 4% Annual Increase in Average House Values Used for Lifetime Mortgages

The average value of property used by new lifetime mortgage customers has risen by almost £17,000 over the past year to from around £407,000 to just over £423,000, according to new data from Pure Retirement.

The later life lender's new Q3 Equity Release Market Insight report delves deeper into this data alongside key headlines affecting the later life finance market, including:

- 60% surge in the size of average pension needed for a basic standard of living
- £61m withdrawn from property wealth between July and September
- 39% of pensioners having retirement regrets with 15% regretting not putting a plan together sooner.

The report includes a feedback survey, inviting participants to contribute their insights to shape the future of this series.

Read the full [Q3 Equity Release Market Insight](#) on Pure Retirement's website.

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Share Your Feedback for a Chance to Win A £100 High Street Voucher!

Pure Retirement is offering a chance to win a £100 high street voucher for completing a 5-minute survey as a token of appreciation for your feedback.

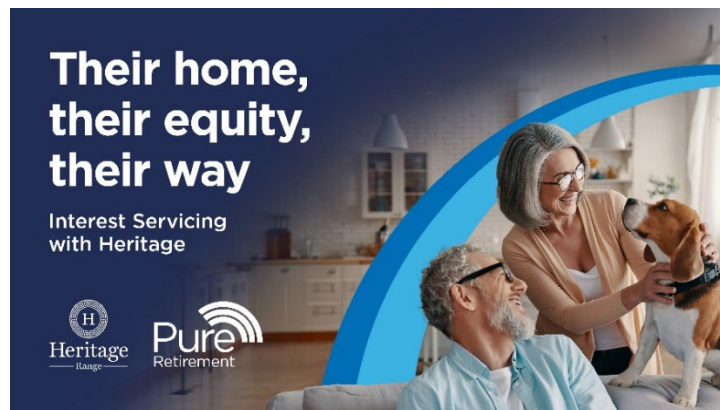
The short survey hosted by **Smart Money People** includes questions focusing on different areas of the later life lending industry including broker portals, products, and marketing resources. To be entered into the prize draw, simply complete the survey **by 20th December**. Take the survey [via this link](#).

For more information, view the competition [T&C's](#) here.

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Is Interest Servicing a Suitable Option for Your Clients?



Pure Retirement has created a customer overview to assist you and your clients in evaluating the suitability of an interest serviced lifetime mortgage.

The guide explains how an interest rate discount will apply if clients choose to make monthly payments of **at least 25%** of the monthly interest. After the lifetime mortgage has been set up, the amount of monthly payments cannot be changed, but customers can choose to stop making the monthly payments at any time.

By servicing the interest monthly, customers not only benefit from reduced interest rates, but a reduction in the overall cost of borrowing.

Empower your clients to borrow their way. Download [Pure Retirement's interest servicing customer guide here](#).

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