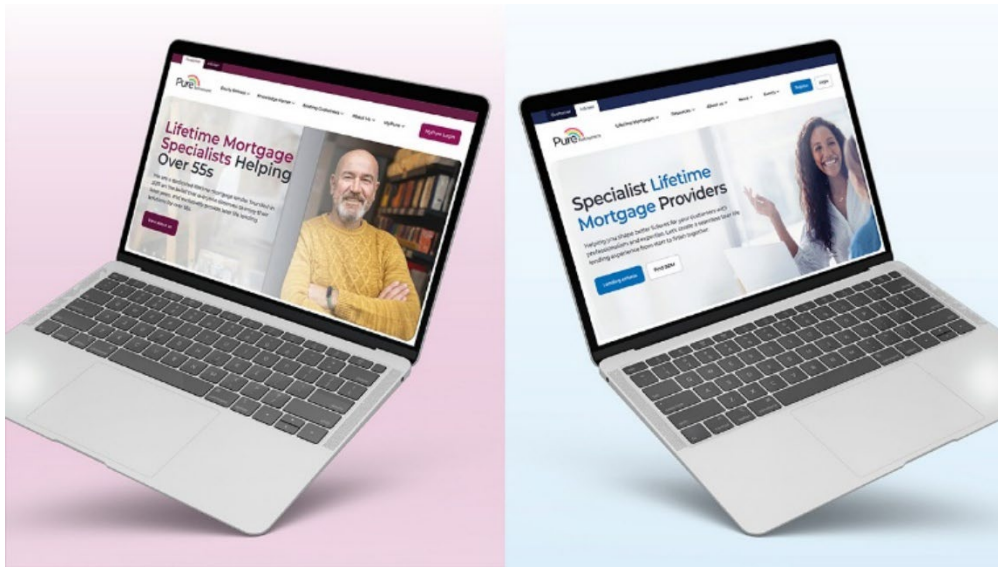




## Navigate Pure Retirement's New Clean, Clear, and Crisp Website with Ease



Lifetime mortgage providers Pure Retirement launch their new website designed to make advisers' jobs easier and more efficient thanks to its simple navigation and new resources.

The lender developed the website with a clean, clear, and crisp look and experience, ensuring a simplified and user-friendly journey. Built with adviser's feedback at the heart of the process, the navigation has been upgraded, and new features have been added:

- Two new calculators - an indicative calculator and an online version of the interest servicing calculator
- An interactive product comparison table
- A new adviser resource hub and academy
- Enhanced information for new and existing customers

Accessibility was a key consideration for the design and was built in line with best practice accessibility standards, including the **Web Content Accessibility Guidelines (WCAG)** . [Browse the new website here.](#)

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## Pure Retirement Launches a Special Edition Market Insight Report

Later life lender Pure Retirement has published a special edition Q1 2025 Market Insight Report that offers financial advisers a comprehensive view of the evolving equity release landscape.

The report's insight helps you better understand your clients and the market forces shaping their decisions. You'll find expert commentary from Pure Retirement's Paul Carter, Scott Burman, Gareth Ware, as well as guest content from Smart Money People's Jess Trueman.

Key stats from this Market Insight Report include:

- **Customer trends:** Debt and mortgage repayment are now the leading reasons for equity release, rising to 27% of new customers, up from 21% a year ago.
- **Demographic shifts:** Single female applicants now comprise 68% of all single life cases - the highest level over a year.
- **Property insights:** The share of new business from homes valued over £850,000 has nearly doubled since Q4 2024.



Deepen your market knowledge and have more meaningful client conversations. [Get your free copy today.](#)

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## Understanding Roof Types in Lifetime Mortgage Lending: Thatched Roofs

Roof-related queries are among the most common lifetime mortgage criteria questions financial advisers working in the later life lending have, especially when it comes to non-standard constructions like thatched roofs and listed buildings. These property types can present unique challenges for equity release eligibility, from maintenance demands to resale considerations.

Lifetime mortgage provider Pure Retirement's latest blog breaks down the key factors lenders assess, helping you navigate these complexities with confidence. Whether you're advising on a charming, thatched cottage or a Grade II listed gem, this guide will equip you with the insights needed for informed client conversations.

[Read the new thatched roofs and listed building eligibility blog here.](#)



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## **Pure Retirement Launch New 'Later Life Lending In Focus' Video on ID&V**



Lifetime mortgage provider Pure Retirement has launched the first video in its new Later Life Lending In Focus series, reinforcing its commitment to supporting financial advisers and their clients. The video addresses providing the correct certified identification (ID) for a smooth application process and clearly explains:

- What forms of ID the lender accepts
- What the lender needs to verify
- How clients can set up electronic ID

The video is available now on [YouTube](#), offering practical guidance to help advisers streamline applications. Additional resources and supporting documents can be found [on the Pure Retirement website](#).

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