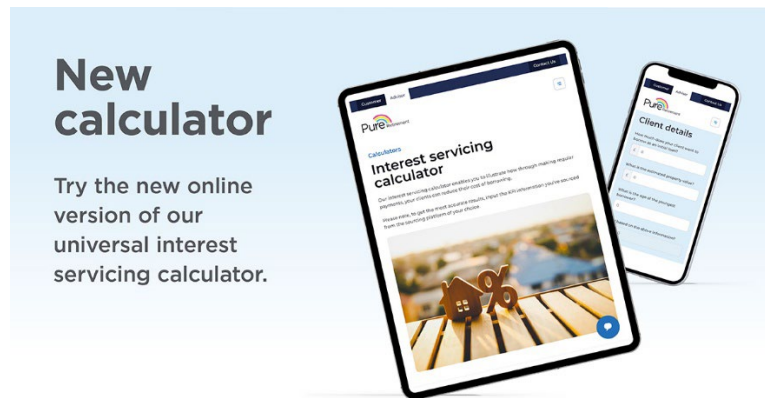




Pure Retirement Launches Universal Interest Servicing Calculator



Later life lender, Pure Retirement, unveils a new interest servicing calculator designed to help advisers clearly demonstrate how regular payments can reduce the total cost of borrowing on interest-serviced lifetime mortgages.

By inputting a client's KFI details, advisers can generate graphs and tables to visualise the interest discount clients receive from making regular payments. The new calculator is universal and thereby compatible with all later life lending plans. This tool empowers advisers to deliver clearer, more compelling advice—and ultimately, better outcomes for clients.

[Try the new calculator now on Pure Retirement's website.](#)

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Marketing Strategies That Work in the Later Life Industry – New Podcast



(Featured: Jane Mullan – Pure Retirement [left]; Kelly Worthington, Later Life Freedom [right]).

Later life lender, Pure Retirement, shares episode two of the Purely in Conversation later life lending podcast. Guest speaker Kelly Worthington, from Later Life Freedom, shares her personal journey through the later life lending sector and dives into the marketing strategies that worked for her.

Kelly's company Later Life Freedom was born out of a passion for people and property. She is a straight talking, approachable and forward-thinking broker. Learn from Kelly's marketing strategies and how they shaped her success in later life finance.

You can access and listen to this episode and future podcasts on Pure Retirement's website. [View the podcast series here.](#)

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Pure Retirement Updates Popular Marketing Toolkit and Adds New Guide on Misconceptions



Later life lender, Pure Retirement, has updated the company's popular marketing toolkit with refreshed mix-and-match options featuring modern, eye-catching imagery to bring adviser's marketing messages to life!

The marketing toolkit service offers advisers a range of print and digital marketing resources to establish their presence and build their brand in the right places. Financial advisers can now choose from a range of templates including flyers, events banners, and posters to create personalised, professional materials tailored to lifetime mortgage clients.

The lender has also added a client-facing guide ready for advisers to personalise that clears up common misconceptions about equity release. This new resource is part of the toolkit and gives clients a clear, honest overview of modern lifetime mortgages and helps you answer common questions.

Explore [Pure's new marketing toolkit items](#) and [view the new misconceptions guide](#).

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Pure Retirement Now Offers Advisers Application Pre-Checks



Specialist lifetime mortgage providers, Pure Retirement, now offer financial advisers application pre-checks to avoid common pitfalls and save you and your clients valuable time. This support service includes but isn't limited to:

- ID and verification support
- Flood zone checks
- Property criteria checks

The lender champions clear communication, reliable support, and flexible solutions, allowing advisers to focus on delivering exceptional outcomes for their clients.

Learn more about [the lender's sales team support service here](#).

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Pure Retirement Launch Later Life Borrowing Resources for Over-55s



Later life lender, Pure Retirement, launch a new and detailed equity release section on their consumer-facing website to help advisers support their clients. Financial advisers now have access to enhanced explainer pages for new and existing customers developed to objectively inform the public.

The purpose is to enable over-55s to objectively learn more about equity release independently before and during their journey with their chosen adviser. These pages include “what is equity release”, “how does equity release work”, and an “equity release glossary.”

The site also enables families to explore equity release together, providing a valuable resource for all. Explore how the lender’s new resources can help you support your clients [by visiting these pages here](#).

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