Pure Retirement

Pure Retirement Unveils Fresh Lead Generation Insights for Advisers

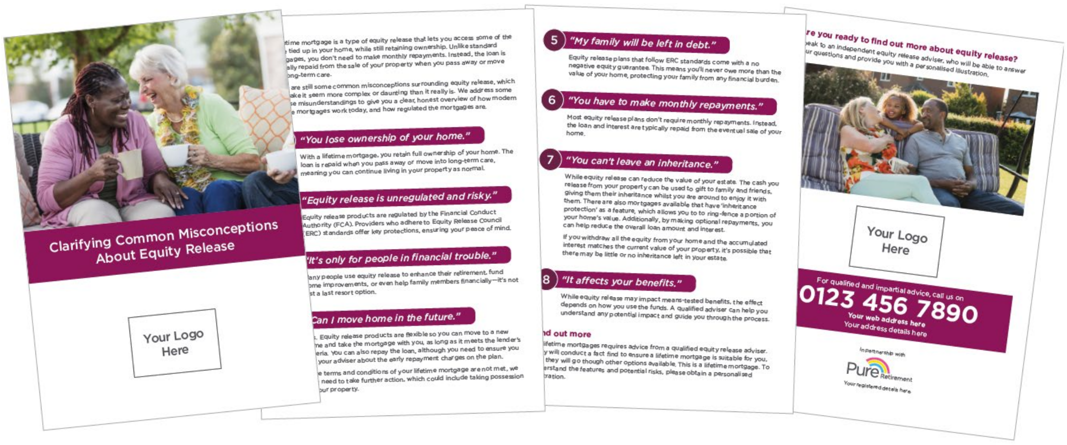
Streamline your lead generation process with practical strategies from later life lender, Pure Retirement. Boost your later life finance marketing with insights on:

- How to initiate interest with new leads
- Effective ways to nurture your existing leads
- What to consider when purchasing leads data
- How to grow third-party and introducer relationships

The updated lead generation guide is part of Pure's newly launched Academy—a hub of marketing support that includes resources on advertising, email campaigns, social media, AI-driven content, and Google Analytics. Designed to simplify and strengthen adviser marketing efforts, the Academy equips professionals with tools to attract and convert quality leads more effectively.

[Explore Pure's updated lead generation and full Academy offering here.]

Change Client's Perception of Equity Release – Clarify the Misconceptions



Lifetime mortgage provider, Pure Retirement, has created a collection of clear and jargon-free answers to common misconceptions on equity release. The new guide enables advisers to turn complex topics about later life finance into simple facts and helps them ensure clients can make informed decisions about their finances.

This easy-to-use resource can be fully personalised to an advisers' brand, as it's part of Pure Retirement's popular marketing toolkit items.

Explore the **new equity release misconceptions guide here** and **make it your own with Pure's marketing toolkit.**

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Pure Retirement's Customer Support Tools Enhance the Client Journey

Later life lender, Pure Retirement, reinforces its commitment to supporting financial advisers in delivering best outcomes to clients with new customer support tools. Designed to streamline processes and elevate the client experience, these tools offer practical assistance across every stage of the equity release journey and include:

- **Consumer Duty** articles to help you deliver the best outcomes
- Details on Pure's award-winning **customer care**
- An overview and FAQs of the lender's customer self-service platform, **MyPure**

These resources are designed to ensure clients can make the most of their later life borrowing journey by ensuring they have all the information they need from KFI through to completion.

View Pure's new customer support tools.