# Explore Pure Retirement's Consumer Duty Resources

Following the Next Steps for Consumer Duty conference, broker firms are tasked to prove that communications move vulnerable consumers into better value products.

To support advisers navigate Consumer Duty, later life lender Pure Retirement has partnered with later life sourcing experts Advise Wise and specialist equity release speakers to create a suite of informative articles and webinars. These include a 6-part webinar series covering:

- Personal accountability and record-keeping
- What Consumer Duty Means for your service offering
- Consumer Duty and Vulnerable Customers

Additionally, Pure Retirement provides detailed target market and distribution strategy statements for each lifetime mortgage product.

Explore Pure Retirement's Consumer Duty resources here>

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# Lifetime Mortgage Calculator Trio
# Simplifying Your Later Life Advice

Pure Retirement has developed a trio of calculators tailored to mortgage advisers working in the later life market as part of the lender's commitment to helping the wider industry deliver best outcomes for consumers.

The calculators include an interest servicing, repayment, and overpayment calculator and are helpful tools for advisers to utilise during client conversations.

- Use the **interest servicing calculator** to illustrate how clients can reduce the cost of borrowing with interest serviced lifetime mortgages.
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- Turn to the **partial repayments calculator** to demonstrate the benefit of making optional partial repayments on lifetime mortgages, either on a regular basis or ad-hoc.
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- Show how **annual lump sum payments** could help clients to manage lifetime mortgages with the annual overpayment calculator and if early repayment charges are applicable.

Explore Pure's lifetime mortgage calculators on the lender's website>

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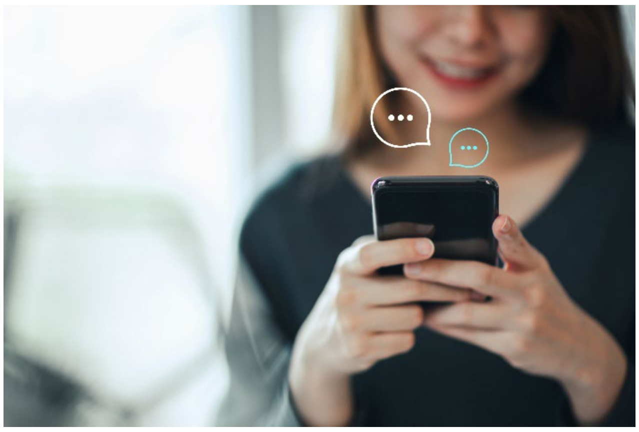
# Pure Retirement Create Expert Marketing Guides for Equity Release Advisers



Lifetime mortgage provider, Pure Retirement, now features specialist marketing guides as part of the lender's new academy resources tailored to the needs of financial advisers and wealth managers working in the later life lending market.

The marketing guides include insight on lead generation including how to engage new and nurture current clients, how to approach social media management, and how to refine your prompts for ChatGPT to save you time on admin tasks.

You can view the lender's expert marketing guides in the academy section of the website and use them to grow your brand awareness with clients.

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# Pure Retirement Unveils Glossary to Support Client Conversations

Navigating equity release and later life lending can feel complex to clients, especially when faced with unfamiliar terminology. To support your clients with confidence, we've created a comprehensive glossary that explains key terms clearly and simply.

From understanding the fundamentals of equity release to exploring the nuances of later life lending, this client-facing glossary provides the concise definitions you need at client's fingertips. It's an invaluable tool for demystifying jargon, building trust, and ensuring clients feel informed.

Explore Pure Retirement's helpful glossary today and guide your over-55 clients through important later life borrowing decisions with clarity and assurance.

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