



LATER LIFE LENDING ANNUAL CONFERENCE

Thursday 4th December 2025

TRUST.
RESPECT.
PARTNERSHIP.
OPPORTUNITY



10:30 – 10:40
**Welcome: Victoria Clark &
Ben Allen**



Please ensure that your mobile phone is
switched to silent



There are no planned fire drills today so if you hear a fire
alarm, please exit the building following the Fire Exit signs

OUR MEMBERSHIP AT A GLANCE



409

**Number of Appointed
Representative Firms**



48

**New firms
joined 2025**



184

**New Advisers
joined 2025**

889



**Number of
Active Advisers**

OUR 2025 NETWORK POSITION



39,381

Mortgage Completions
Up 28% on 2024



£7.4 Billion

Total Lending Volume in 2025
Up 35% on 2024



turnover increased
by 29.8% on 2024



Private Medical Insurance
Up 71% on 2024

Equity Release
Up 13% on 2024



Protection
Up 15% on 2024

General Insurance
Up 9% on 2024



therightDA
club



therightmortgage
& protection network



thelaterlife lending
and equity release network

OUR LIFETIME MORTGAGE PERFORMANCE



3.5 Million

Commission 2025



85%

of our 2025 target



94 Authorised Advisers

2025 market spread has been varied

Written over 100 cases p/month
three times this year

November was the biggest month ever
£18,851,469 completed
Lifetime Lending



10:00 – 10:30
Breakfast & Registration



10:30 – 10:40
Welcome: Victoria Clark &
Ben Allen



10:40 – 11:45
Roundtable Sessions: Aviva,
Canada Life, Equilaw, Gilroy Steel,
Just, L&G, Livemore Capital, LV=,
More2life & Royal London



11:50 – 12:10
Keynote Presentation:
Air Later Life



12:10 – 12:20
Break and browse stands



12:20 – 13:10
Roundtables: Aviva, Canada Life,
Equilaw, Gilroy Steel, Just,
L&G, Livemore Capital, LV=,
More2life & Royal London



13:10 – 13:30
Keynote Presentation:
Pure Retirement



13:30 – 14:10
Lunch and browse stands



14:10 – 15:00
Roundtables: Aviva, Canada Life,
Equilaw, Gilroy Steel, Just,
L&G, Livemore Capital, LV=,
More2life & Royal London



15:00
Close & Browse Stands



10:40 – 11:45

**Roundtable Sessions: Aviva,
Canada Life, Equilaw, Gilroy Steel,
Just, L&G, Livemore Capital, LV=,
More2life & Royal London**

10:00

Start	Stop	Reset	mins:10	secs:0	type: None	▼
-------	------	-------	---------	--------	------------	---



11:50 – 12:10
Keynote Presentation:
Air Later Life



Futureproofing your business using later life lending

Alistair Morrison
National Account Manager



Agenda

By the end of this session, you'll be able to:

01

Understand the key drivers shaping the later life lending market — including demographic change, use of housing wealth, and the evolving regulatory environment.

02

Identify how later life lending can compliment a mortgage/IFA proposition, to allow holistic advice to be provided.

03

Explore how Air can support you to build out your introducer network.



Question 1



What was the percentage increase from 2019–2024 of customers borrowing into their 70s?

137%

156%

189%

205%

Question 1



What was the percentage increase from 2019–2024 of customers borrowing into their 70s?

137%

156%

189%

205%

Question 2



How many Interest Only mortgages are due to mature in 2026?

£83m

£103m

£107m

£116m

Question 2



How many Interest Only mortgages are due to mature in 2026?

£83m

£103m

£107m

£116m

Question 3



What is the current retiree pension shortfall in terms of 'desired' vs 'actual'?

£51,000

£119,000

£252,000

£254,000

Question 3



What is the current retiree pension shortfall in terms of 'desired' vs 'actual'?

£51,000

£119,000

£252,000

£254,000

Question 4



What percentage of people are not saving enough to achieve Pension UK's 'moderate' retirement living standard?

23%

48%

51%

67%

Question 4



What percentage of people are not saving enough to achieve Pension UK's 'moderate' retirement living standard?

23%

48%

51%

67%

Question 5



Which is the most 'pessimistic' generation when it comes to retirement?

Gen X

Millennials

Baby Boomers

Gen Z

Question 5



Which is the most 'pessimistic' generation when it comes to retirement?

Gen X

Millennials

Baby Boomers

Gen Z

Question 6



How much property wealth is held by over-55s?

£0.9 trillion

£1.3 trillion

£2.6 trillion

£3.7 trillion

Question 6



How much property wealth is held by over-55s?

£0.9 trillion

£1.3 trillion

£2.6 trillion

£3.7 trillion

The emerging later life customer



Usually in their
50s-60s



Seen less benefit from house price growth than previous generation



Stepped onto the property ladder partway through the boom/upgraded home later

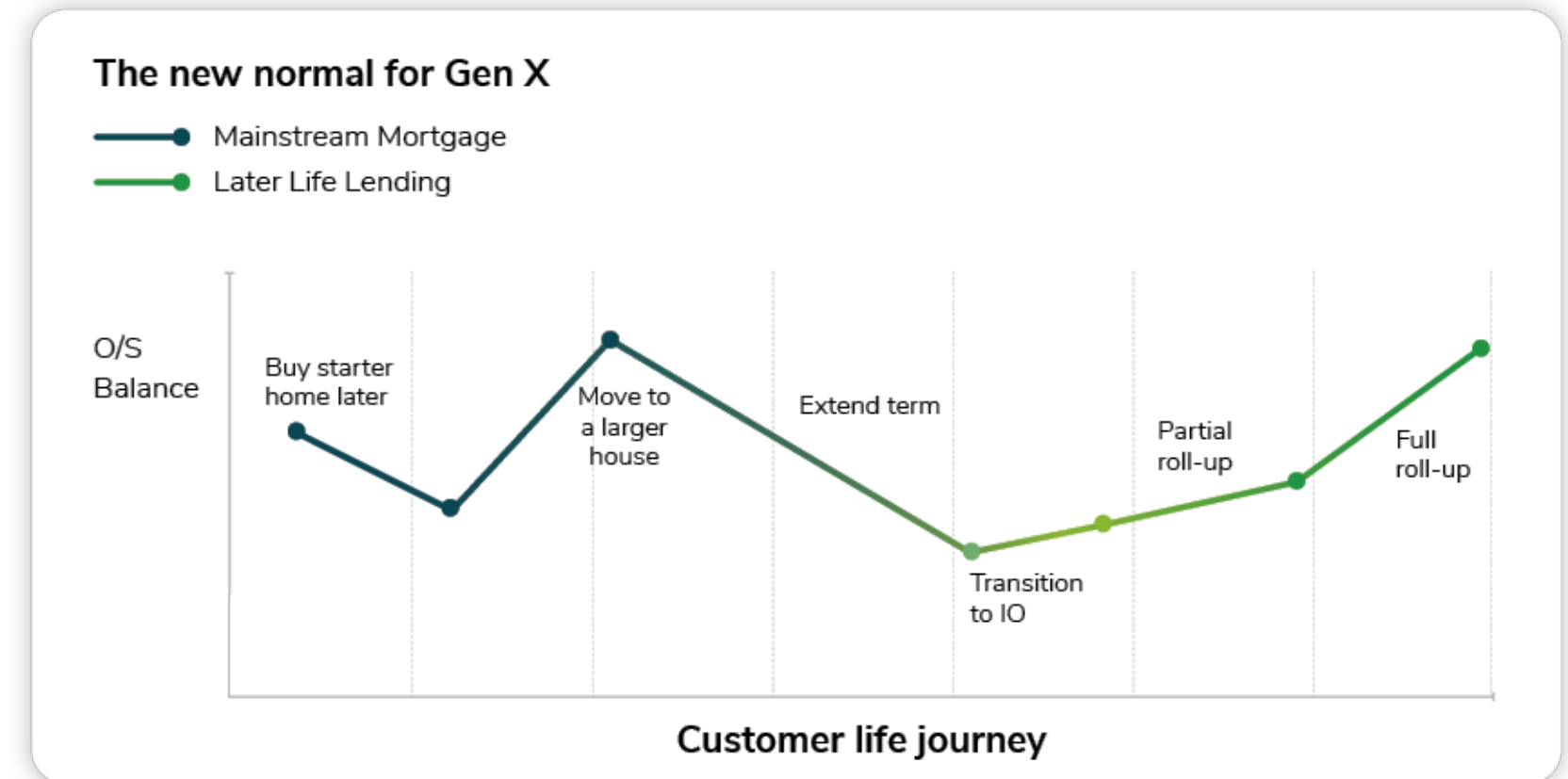
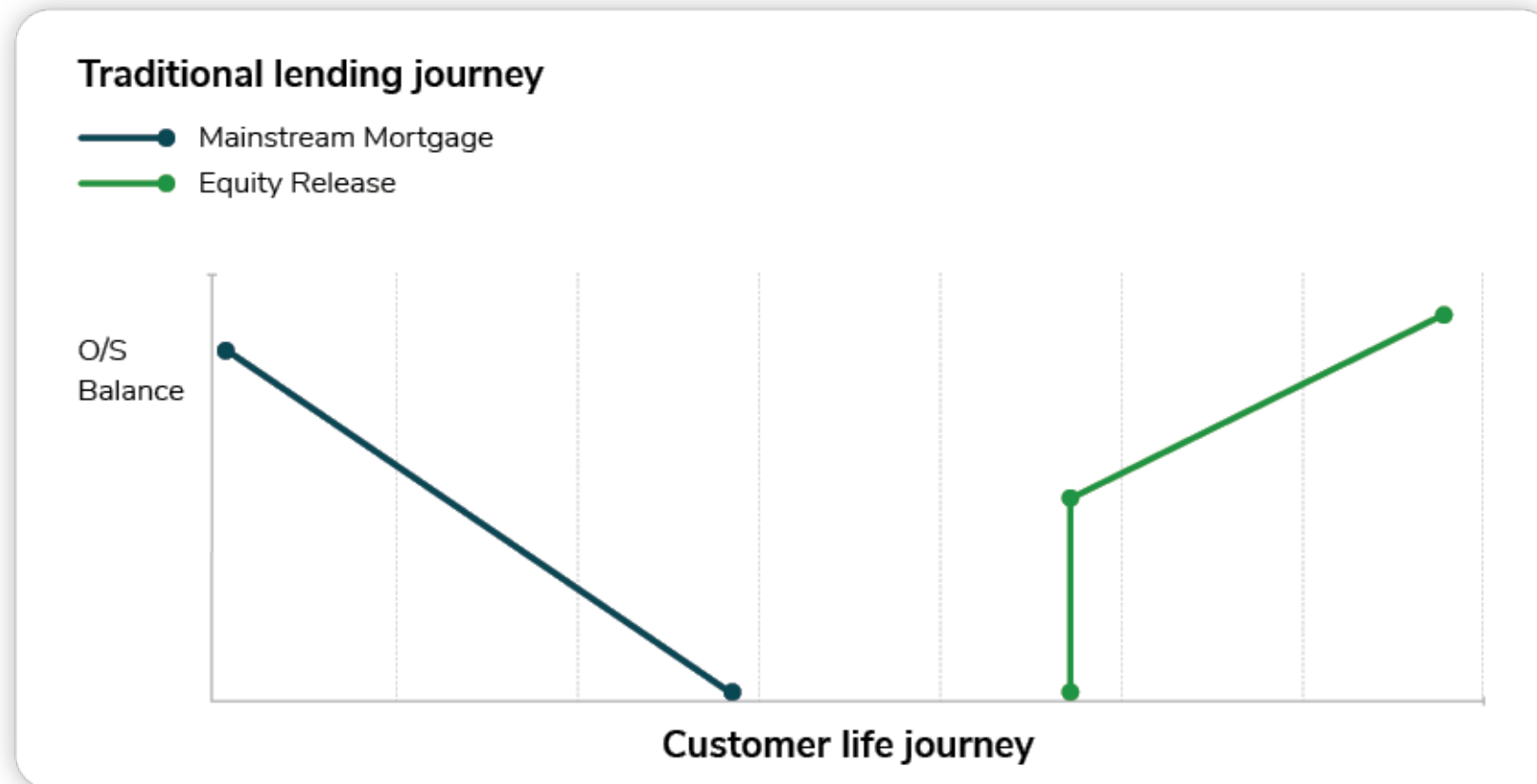


Still working with an existing mortgage and will likely take debt into retirement



Balancing retirement planning with managing existing property debt – may have taken on extra debt due to price shock

A shift in products to better serve customers

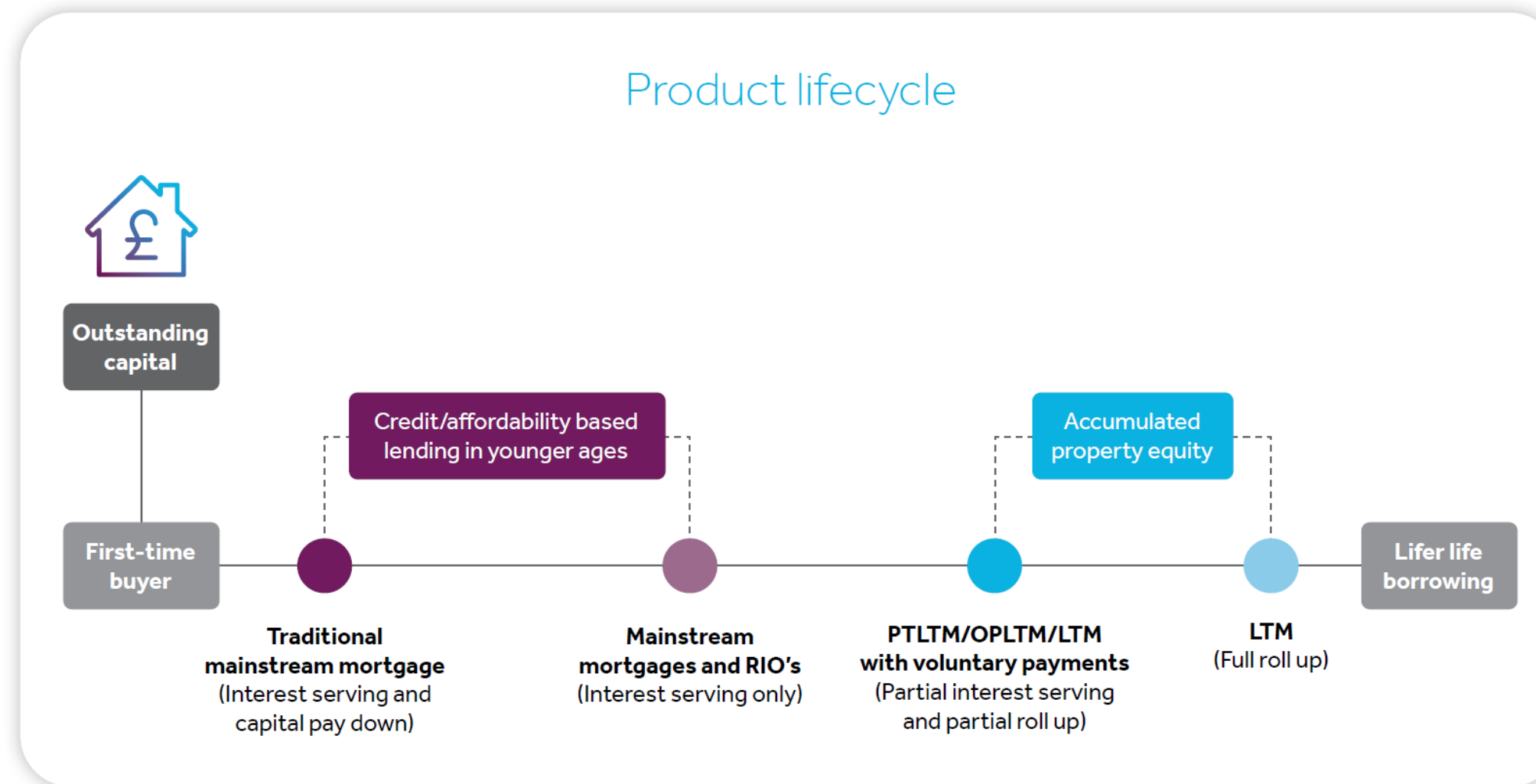


This transition in lending patterns has already been underway for some time in mainstream lending:

- 30/40 year terms now more common than traditional 20/25 year terms in initial mortgage products
- Maximum lending ages have increased rapidly, both for entry and end of payment term, with some products stretching beyond age 100

Later life innovation now filling the gaps

Mainstream has for some time been filling the gaps, with later life innovation now starting to complete the picture.



Increased regulatory focus

The FCA has put later life lending at the centre of its Mortgage Market Discussion. Consumer Duty makes it clear: **clients deserve advice that goes beyond product transfers, offering the full spectrum of solutions.**

For advisers, this is both a compliance requirement and a commercial opportunity — embedding later life lending builds trust, improves outcomes, and drives growth.

How are you going to respond?



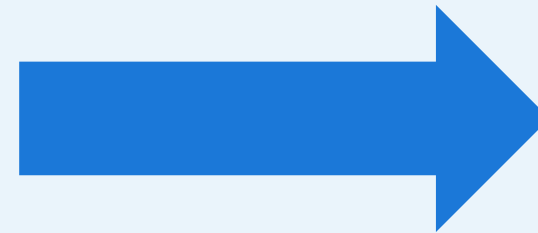
Discussion Paper
DP25/2

Mortgage Rule Review: the future
of the mortgage market

June 2025

**Q/ How confident are you
that every over -55 client is
truly seeing the full picture
of their lending options?**

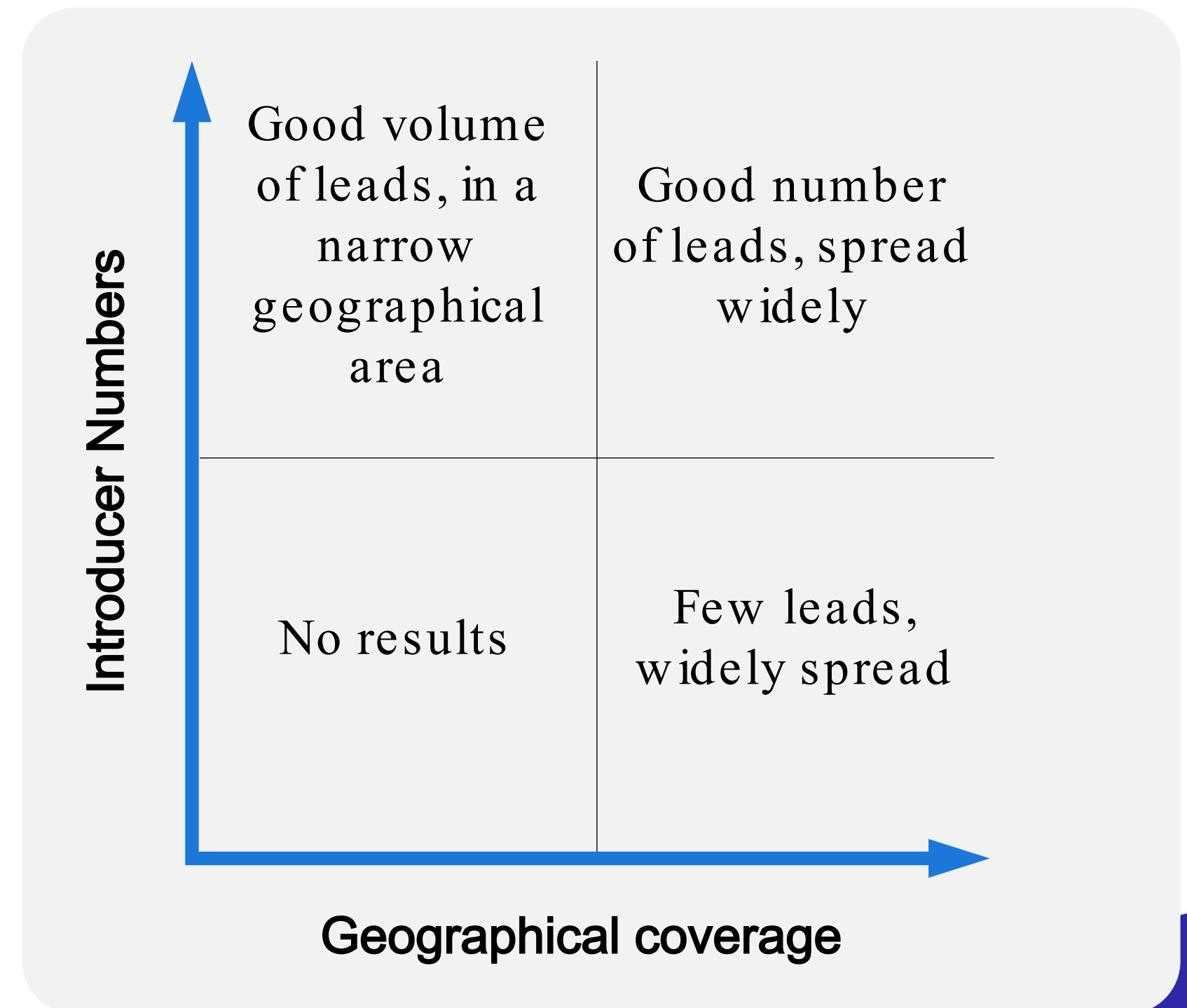
Customers don't see different markets, and neither should we



Targeted Geography

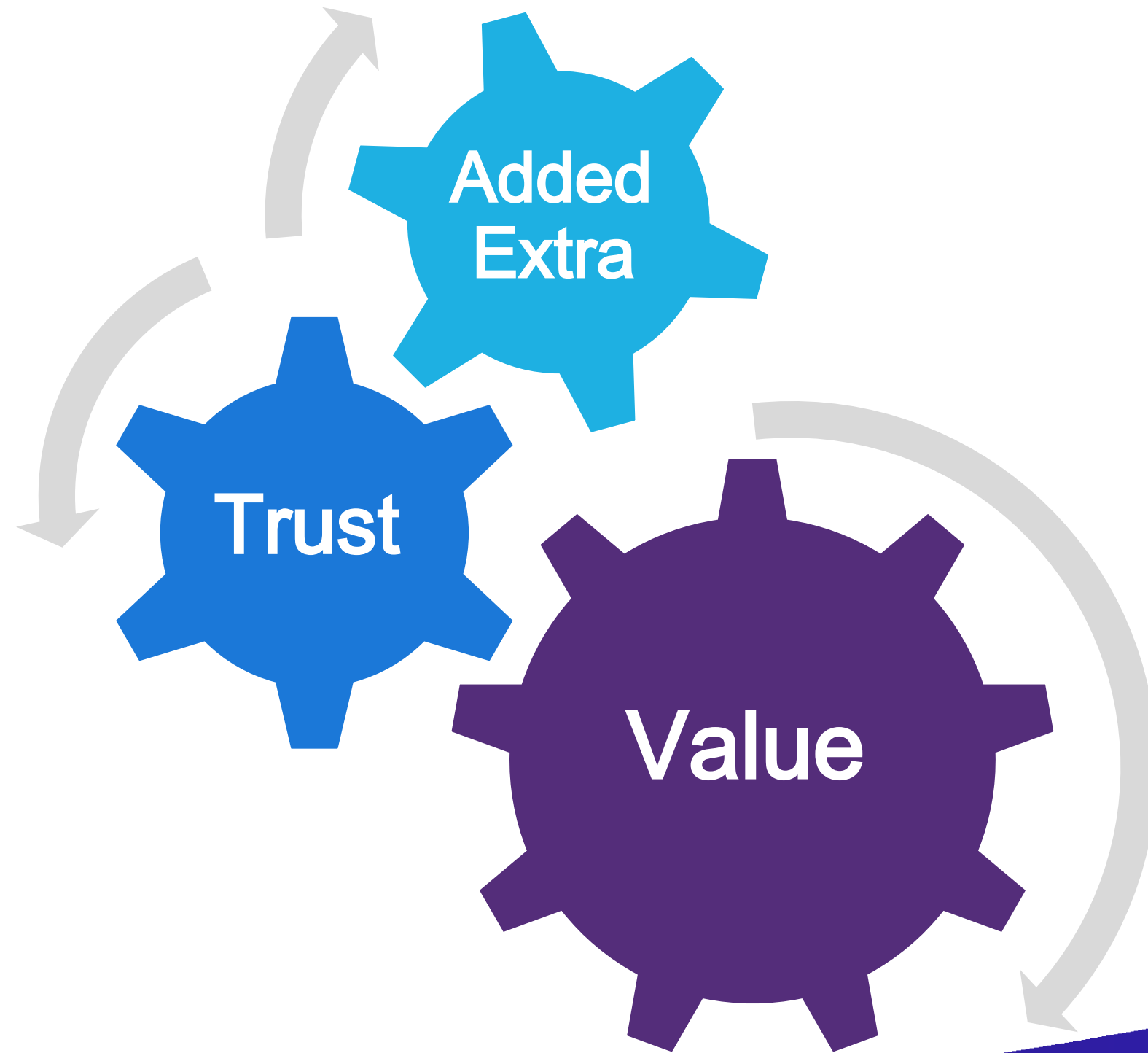
Two key questions:

1. How many introducers are you able/do you want to find?
2. How far are you prepared to travel?



Making It Happen

What's in it for them?



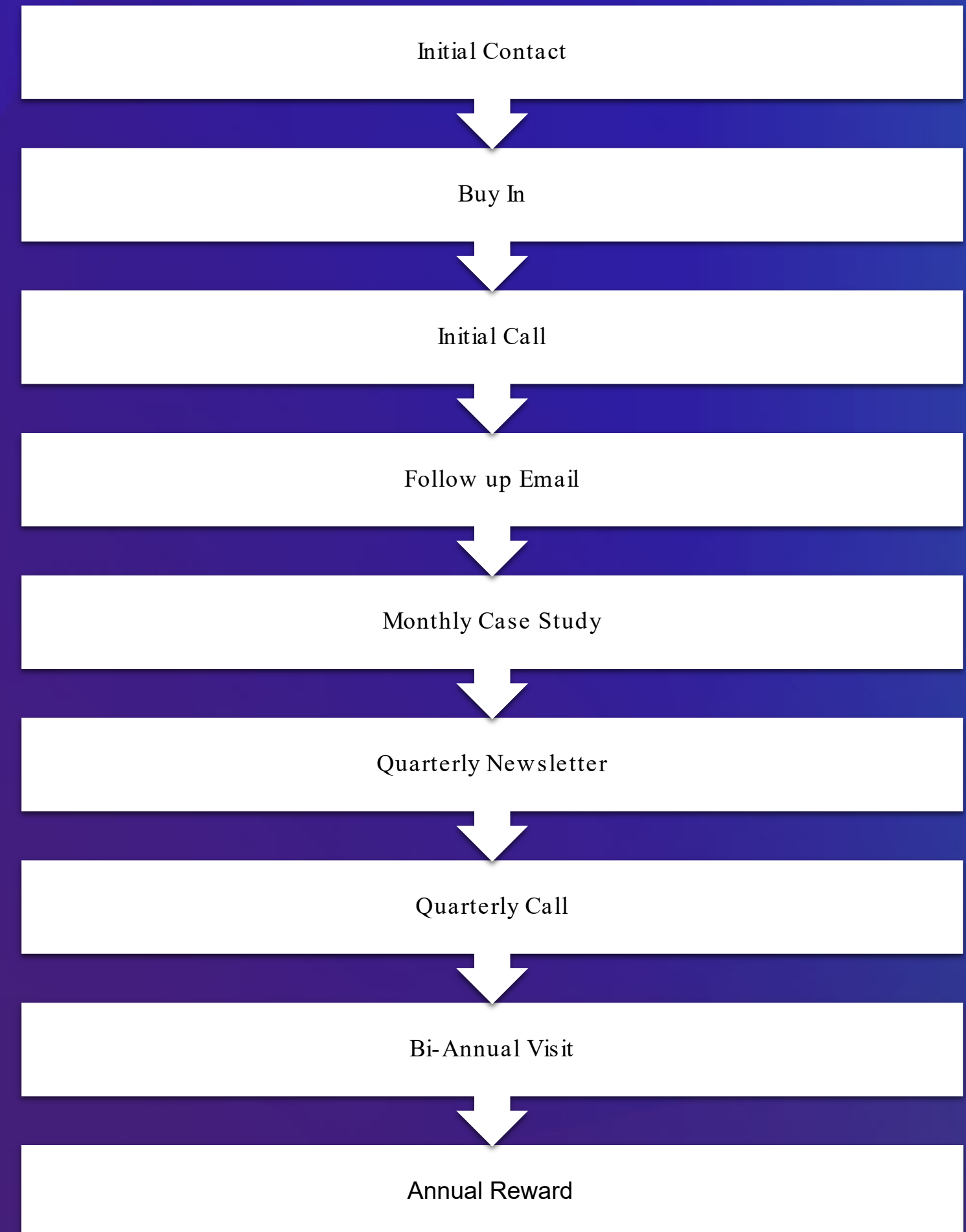
How could an introducer strategy look?

Establishing a relationship with an introducer:

- Be consistent
- Always follow up
- Be engaging
- Tell stories

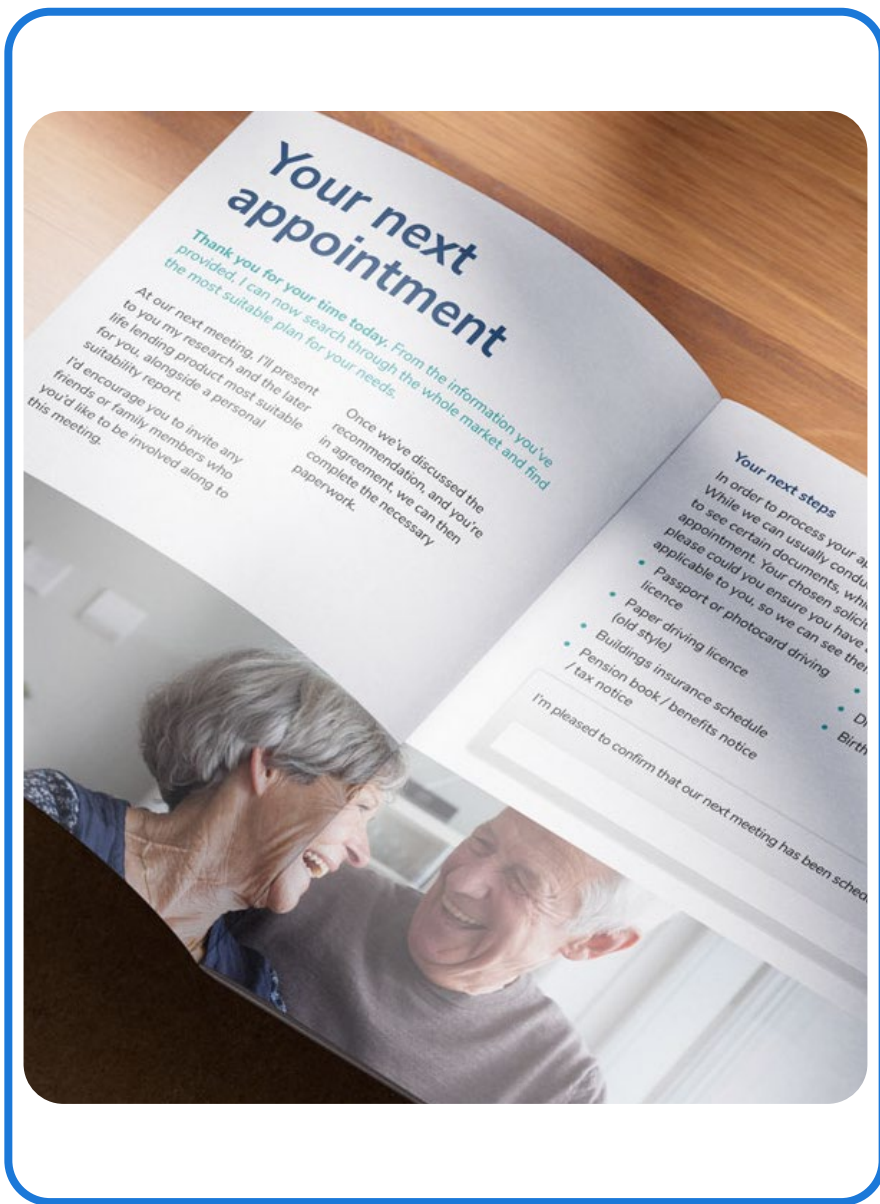
$\text{Trust} = \text{Credibility} + \text{Reliability} + \text{Intimacy}$

Self-Orientation

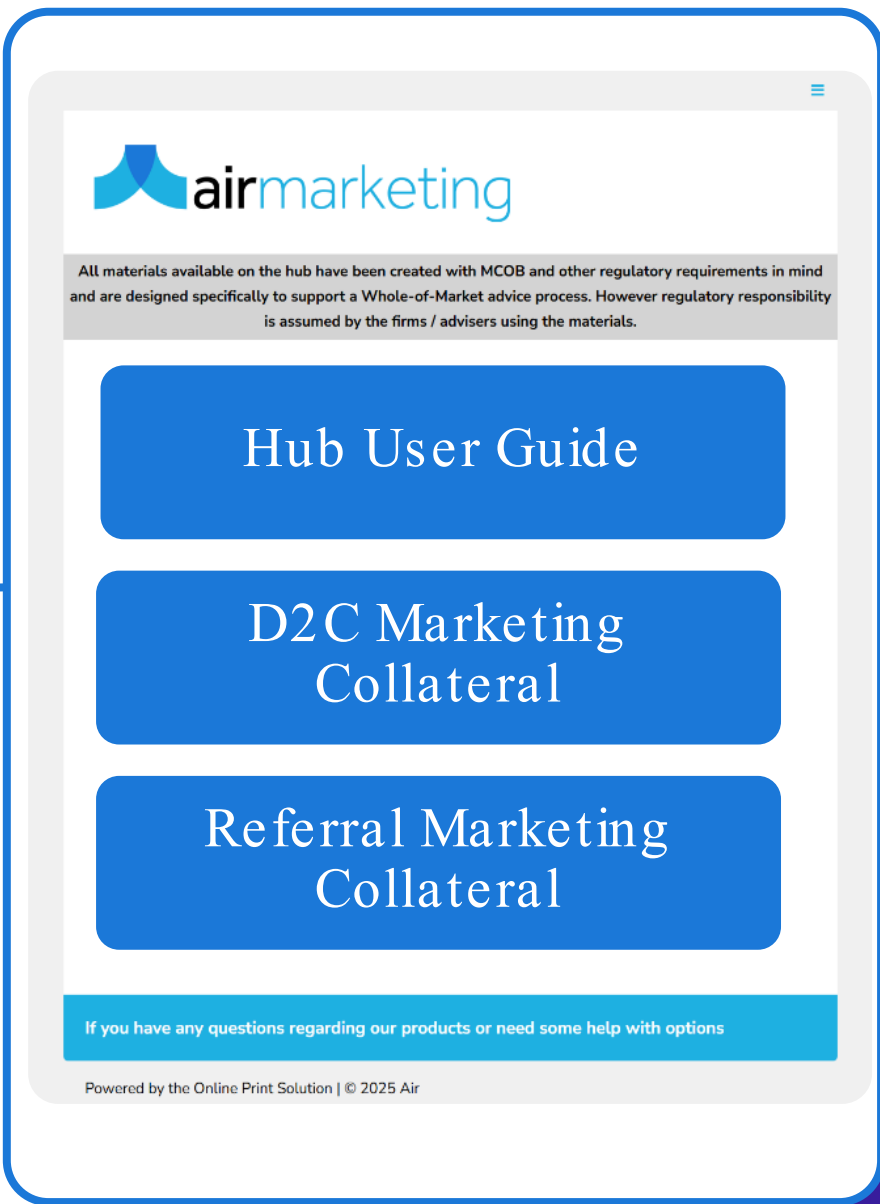


How Can Air Help?

Campaign in a box



Air Marketing Hub



Air Marketing Hub



Any Questions?



12:10 – 12:20
Break and browse stands



12:20 – 13:10

**Roundtables: Aviva, Canada Life,
Equilaw, Gilroy Steel, Just,
L&G, Livemore Capital, LV=,
More2life & Royal London**

10:00

Start	Stop	Reset	mins:10	secs:0	type: None	▼
-------	------	-------	---------	--------	------------	---



13:10 – 13:30
Keynote Presentation:
Pure Retirement



Pure Retirement The Price is Right Quiz Show

Christmas Edition



How It Works

Guess the number or percentage
for each question

Closest answer without going
over wins - every person for
themselves!



Q1 'Where it all started'

What year was Pure Retirement founded?



Q1 'Where it all started'

2013



Q2 'We've got your back'

Since 2013, how many
advisers have we
supported?



Q1 'We've got your back'

3,000



Q3 'Age is just a number'

What % of customers aged
60-64 have not yet retired?



Q3 'Age is just a number'

76%



Q4 'Ready for retirement?'

What % of households are
on track for a moderate
retirement?



Q4 'Ready for retirement?'

43%



Q5 'Drawdown drama!'

The new average drawdown release is up 20% annually, but up to how much?



Q5 'Drawdown drama!'

£83,906



Q6 'Lightning processing!'

At Pure, what % of applications are processed on the day of receipt?



Q6 'Lightning processing!'

84%



Q7 'Speedy service!'

What is Pure's current
turnaround time from application
to completion in days?



Q7 'Speedy service!'

38 days



Q8 'Valuation success'

What % of Pure's valuations
are assessed on the day of
receipt?



Q8 'Valuation success'

99%



Q9 'Classic question'

What is the minimum cash
release amount on our
Classic product?



Q9 'Classic question'

£500



Q10 'Emerald expertise'

How many years of Early
Repayment Charges (ERCs)
are there on Pure's Emerald
product?



Q10 'Emerald expertise'

7 years



Q11 'Heritage ISM: Full repayers'

What % of customers chose
to repay 100% of the interest
on Pure's Heritage ISM
product?



Q11 'Heritage ISM: Full repayers'

71.5%



Q12 'Heritage ISM: Perfect payers'

What % of customers have
not missed a payment on
Pure's Heritage ISM
product?



Q12 'Heritage ISM: Perfect payers'

93.9%



Q13 'Sovereign land'

How many acres can we
consider on Pure's
Sovereign product?



Q13 'Sovereign land'

20 acres



Q14 'Age limit!'

What is the maximum age
Pure can consider for
applicants?



Q14 'Age limit!'

89 + 364 days



Q15 'Active accounts'

How many active MyPure
accounts do Pure currently
have?



Q15 'Active accounts'

6015



Q16 'Marketing mad'

How many marketing toolkit
requests did Pure have in
2024?



Q16 'Marketing mad'

265



Bonus Round Showcase Showdown

★ Guess the total sum of all answers
from this quiz!

Closest without going over wins the
grand prize!



Bonus round

96,320



13:30 – 14:10
Lunch and browse stands



14:10 – 15:00

Roundtables: Aviva, Canada Life,
Equilaw, Gilroy Steel, Just,
L&G, Livemore Capital, LV=,
More2life & Royal London

10:00

Start	Stop	Reset	mins:10	secs:0	type: None	▼
-------	------	-------	---------	--------	------------	---



THANK YOU FOR YOUR SUPPORT

Please let us know your feedback



SAVE THE DATE

National Training Event
Thursday 12th March 2026