



## **Pure Retirement Launches Shorter 10-Year ERC Term on Classic Lifetime Mortgages**

The Early Repayment Charge (ERC) term is reducing from 15 years to 10 years for new customers on Pure Retirement's Classic lifetime mortgages.

The new ERC will be 10% in year one, reducing by 1% each year, to 1% in year ten. There will be no ERC from year 11. The 10-year ERC term will apply to new initial loan and new further advance KFIs from Tuesday, 09 December 2025 with pipeline cases being processed in accordance with the ERC term shown in the KFI.

If advisers wish to switch pipeline cases to the 10-year ERC term, they will need to produce a new KFI on current pricing. For more information on what this change means for you and your clients, please see [Pure's new fact sheet](#) and learn more about [Pure's Classic lifetime mortgages through the lender's website](#).

**THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.**



## Stay Ahead in Later Life Advice with Pure Retirement

If you're an adviser looking to grow your business and keep ahead of the lending market, Pure Retirement's monthly newsletter is for you. Each edition includes expert insights from the later life industry, giving you the knowledge and confidence to better serve your clients aged 55 and over.

You'll gain access to:

- **Audience resources** to help you understand and connect with your clients.
- **Industry expertise** and the latest trends shaping later life planning.
- **Podcasts** featuring thought leaders and practical strategies.
- Proven tips on how to **grow your adviser business**.

[Subscribe today](#) for easy access to the tools and knowledge that supports and compliments your advice offering.

**THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.**



## Pure Retirement Receives Five Stars for Excellent Service

Specialist lifetime mortgage provider Pure Retirement has received the **FT Adviser Financial Adviser 5 Star Service Award**, as voted on by financial advisers. The FT Adviser Financial Adviser Service Awards are now in their 35th year, marking years of consistent, first-class service from providers to advisers and their clients.

The lender would like to thank all the advisers who took the time to vote for them. Supporting advisers like you and your clients shapes everything that the later life lender does, so to have the approach confirmed and celebrated means the world to the team. Pure Retirement will continue building on this latest success by offering a market-leading experience throughout 2026!

Find out more about Pure Retirement's resources for advisers and how the lender supports you to deliver best outcomes to your clients. [Explore Pure's adviser resources here->](#)



**THIS INFORMATION IS FOR USE BY FCA AUTHORISED INTERMEDIARIES ONLY AND MUST NOT BE DISTRIBUTED TO POTENTIAL BORROWERS.**