



Lifetime Mortgage Specialists

Supporting Advisers Along The Journey





Helping Your Customers To Navigate The Road To A Better Future

We are lifetime mortgage specialists, founded on the belief that everyone deserves to enjoy their later years, with a culture of putting you and your customers first.

Our innovative products, award-winning support, and technological advancements enable your customers to access the value tied up in their homes.

When It Comes To Supporting Advisers, We're Leading The Market

From our dedicated intermediary support team to our marketing resources, we're here to assist in any way we can.

- Bespoke digital and print marketing toolkit to help reach customers and grow your business
- A dedicated underwriter who is allocated to your application and will support throughout
- The largest Intermediary Sales team in the industry who are available to speak to directly on the phone or in person
- Enhanced online applications to create a simple, straightforward process

**[View our
marketing resources](#)**



Our Lifetime Mortgages

Our innovative lifetime mortgages are created by experts, providing your customers with products tailored to their needs. Whether that means unique lending criteria or flexible product features, we're here to help.



No negative
equity
guarantee



Downsizing
protection



Fixed
ERCs



Drawdown
facility



Partial
repayments



ERC-free
repayments



Flexible
pricing



Available



Porting
available

**Discover our
range of products**



Enhanced Technology

We understand you're busy, which is why our technological advancements are built to streamline your customers' lifetime mortgage journey. From our enhanced online application process, to our new MyPure customer platform, we're here to simplify every step of the process.

A Trusted Lender

We're well known throughout the industry for our outstanding service levels and we pride ourselves on being a trusted lender. With over 30 industry awards and 'Excellent' status on Trustpilot reviews, we're committed to delivering customer satisfaction.



"Excellent service! The process was straight forward from start to finish. We were kept informed of progress and the staff were efficient and friendly. The whole process was a lot quicker than we anticipated."

Mr Faulks



"We are so pleased with the way our Lifetime Mortgage was arranged. The help, advice, support and outcome have been invaluable. Thank you so much."

Mrs Barnwell



We're Dedicated To Supporting You

Pre-application queries: info@pureretirement.co.uk

Registration queries: registration@pureretirement.co.uk

Application queries: processing@pureretirement.co.uk

Post-offer queries: caseworkers@pureretirement.co.uk

Further advance queries including redemption statements: customeraccountadmin@pureretirement.co.uk

Marketing queries: marketing@pureretirement.co.uk



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