



Pure Heritage

Customer Product Guide

The Pure Heritage suite of products gives you flexible access to extra money, both now and in the future.

1. Who are Pure Retirement?

Pure Retirement was founded in 2014 on the belief that everyone deserves to enjoy their later years. Based in Leeds, the company has grown in size with a current workforce of over 280 and looks after over £4 billion of lifetime mortgage loans for its customers.

Our ever-growing Customer Account Servicing department are on hand to help you make the most of your lifetime mortgage with us. The team exclusively deal with over-55s, and understand the importance of communicating with empathy, respect and understanding to help you find the right solution for your needs.

With over 25 industry award wins and an Investors in People Gold accreditation, our focus on service has always been paramount, with consistent praise from our customers. As a company that solely provides lifetime mortgages, at Pure Retirement we are experts in our field.

We aim to be positive contributors, both to the market in which we reside and the wider world around us, giving back to our local community through our volunteering scheme as well as setting sustainability goals to ensure we work responsibly.

2. Customer Feedback



3. Pure's Promise



Honesty

We offer our customers financial products they can put their trust in.



Simplicity

We don't use jargon or complicated forms that can take hours to complete.



Responsibility

We aim to be fully transparent and accountable to our customers and regulatory and trade bodies.



4. Pure Retirement Lifetime Mortgages



No negative equity guarantee



Partial repayments



Porting available

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Pure Retirement's Heritage Range offers the following features and options. For more information, please see your lifetime mortgage Offer and talk to your financial adviser.

Age	55-85 years old.
Interest rates	Interest rates are fixed for the lifetime of your loan. Discounted interest rates are not fixed, and may be available for interest servicing, see interest servicing option below.
Loans available from	£10,000.
Drawdown facility option	All our product ranges allow you to set up a cash facility that you can 'draw' funds from as and when you like, subject to terms and conditions. Interest on funds in the facility isn't charged until you use it.
Interest servicing option	Available on selected products. An interest serviced lifetime mortgage offers an interest rate discount if you choose to make monthly payments. You can stop making monthly payments at any time, but it's important to note that once you have stopped making them, they cannot be restarted. The interest rate will also increase as the discount will no longer apply for the remainder of your lifetime mortgage.
Partial repayments	<p>You are not required to make repayments on your lifetime mortgage, instead interest is added to your loan each month. However, you can make a partial or regular repayment without paying an Early Repayment Charge. Partial repayments will reduce the amount of interest added to your account. Minimum and maximum repayment limits apply. See your lifetime mortgage Offer for more details.</p> <p>If you have selected the interest servicing option, you will not be able to make additional partial repayments while you are making monthly payments. If you stop making monthly payments and the interest rate discount no longer applies, you will be able to make partial repayments.</p>
Free valuation	Pure Retirement will pay for the cost of your initial property valuation.
Arrangement fees	There are no initial arrangement fees on our Heritage range.

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Cashback option	Cashback may be available on selected products. Please note that taking cashback will increase your interest rate and the total amount payable. For more information, please talk to your financial adviser.
No negative equity guarantee	Your estate will never owe more than the property is worth when it is sold.
Early repayment charges	If you repay the loan for any reason other than death or entry into long term care, Early Repayment Charges may apply.
Porting	You may want to move home and transfer your mortgage. We refer to this as porting your mortgage. All our products allow you to port your mortgage to another property as long as it is within existing criteria.

5. Other costs

Solicitors fees	We estimate solicitor fees will be between £600 - £900.
Advice fees	Some advisers charge an advice fee.

Equity release may not be right for everyone. It may affect your entitlement to state benefits or your options to move house at a later date, and will reduce the value of your estate.

If you do choose to go ahead, your adviser will recommend the best product to fit your needs and support you with the application process.



Pure Retirement

Providing solutions for your future

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Company registered in England and Wales No. 7240896.

Pure Retirement Limited is authorised and regulated by the
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