



# Adviser Feedback

**As recent winners of the Moneyfacts ILP Award for *Best Equity Release Provider*, we are committed to providing exceptional levels of customer service, and are proud to share some of our feedback.**

The overall service of Pure is probably the best available within our sector at this time.

David Griffin  
Release My Equity Ltd

Always a first class quality service that other lenders should take note of.

Paul McKay  
Homeloan Express

I've used Pure Retirement a number of times now since they launched, the product is great and stacks up against all of its competitors. All cases have gone through without a hitch which pleases both the client and myself. The customer service has been excellent, nothing has been too much trouble and any issues always responded to right away. I'd highly recommend them.

Ian Howarth, Bower Retirement Services

Kept informed every step of the way,  
always a pleasure to deal with.

John Chapman  
Age Partnership

I find that Pure are very  
flexible in their approach  
and will go that extra mile to  
get a difficult case to  
completion.

Jane Dickinson  
Equity Release Partners

Completion was very quick  
within 25 working days.  
Excellent communication,  
super quick offer, very  
pleased.

Naveed Muzaffar  
Bower Retirement Services

Great service as ever, I'm always impressed  
how quickly Pure respond to emails.

Mark Rumney  
ER Supermarket

The flexibility was what won the case for Pure from another lender – a real  
'can do' attitude was shown, Keep up the good work.

Mark Lambert  
Viva Retirement

Have found Pure Retirement  
an excellent company to do  
business with. Constant  
communication and updates,  
with the ability to speak to  
someone regarding my cases  
over the phone.

Martin Reilly  
The Right Equity Release

Keep doing what you are  
doing. Special mention to  
Julie Brown and Richard, and  
all in Broker Support for  
speedy responses. So  
refreshing to have Simone in  
underwriting speak with me  
directly – brilliant too!

Sandra Fowley  
Fowley Mortgage

The service from Pure is exceptional.  
Speedy processing times, regular  
updates and friendly staff.

Sonia Owen  
FSP Limited

Great communication, kept up to  
date at every stage of the process.

John Keast  
Age Partnership

I would like to put on record that without fail since dealing with Pure Retirement, I  
have enjoyed great service prompt action in all scenarios, this gives me confidence in  
recommending Pure Retirement to my customers. They can expect the same amount  
of care and attention to their needs and requirements and fast prompt service right  
the way through to receiving their release of capital.

Mike Bellis, Equity Release specialist

My clients needed a quick completion  
and you did not disappoint. Very helpful,  
I hope to be able to use you again soon.

Chris Bradbury  
Key Retirement

Excellent service,  
always keen to help.

Mark Reynolds  
The Right Equity Release

Chris Flowers is a total credit to your  
team. He will always reply even if it's a  
text after hours. Thanks for your help.

Helen Barnes  
Age Partnership

Staff were helpful and resolved  
issues straight away.

Roger Collins  
Will Assist Mortgages Ltd

## Your feedback is important to us

Please take a moment to

**Share your thoughts**

