

Case Study

Support for first time buyers



**Many clients are looking to help their children onto the property ladder,
and at Pure we're here to help**

**Mr and Mrs Cern*
Requiring urgent loan of £53,000**

Mr and Mrs Cern were looking to help their daughter purchase a property. Having tried once before, the venture had fallen through but they were committed to the cause.

They had raised £40k but needed to repay their current plan which had £53,000 outstanding, to be able to gift their daughter the £90k she needed.

At Pure we were the recommended lender, offering the lowest cost to the client's estate and therefore the best option for the couple. They would save approximately £12,500 over 15 years by switching to Pure from their previous lender.

Mr and Mrs Cern were able to help their daughter buy her first house, enabled by the support from Pure Retirement. They were incredibly happy with the outcome and the service that they received from Pure.

*Client names have been changed to provide anonymity

This document is for intermediary use only. No advice is being given or implied. It is crucial that customers seek regulated and independent financial advice in choosing the option which best suits their needs.