

## FAQ

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### **If I need specific advice or help creating marketing materials, are Pure Retirement able to help?**

Yes we'd be pleased to help wherever we can. Please contact our marketing manager [rachel.pease@pureretirement.co.uk](mailto:rachel.pease@pureretirement.co.uk), and we will do our best to assist.

### **Are you able to help with adapting the templates to suit my needs?**

Yes, we're more than happy to help where we can, with adaptations in design or images to suit your requirements.

### **How can I make my emails more visual and interesting?**

Software like Mail Chimp, Campaign Monitor or Your Campaign Manager are a good starting point to have a look and see what suits your requirements.

### **Who can I contact for publication of press releases?**

Newspapers or websites that cover financial services or more specifically mortgages may be interested in well written press releases. Local journalists and publications in particular would be a good first port of call to introduce yourself and build a good working relationship.

### **I'd like to create more business by advertising in the press. What are my options?**

Local magazines or newspapers are a good starting point to bring in business from your local area. Alternatively magazine publications which are aimed at the over 50s will also be distributed to your potential client base. Publications aimed at financial advisers may also provide an opportunity to advertise your referral service to professional introducers.

### **We don't have our own banners for events – is it possible to borrow one from Pure Retirement if needed?**

Yes, you can borrow our [Pure events banners](#) for equity release – we're happy to loan them out on a first come first served basis, so it's best to let us know your requirements well in advance and we'll be happy to courier them out to you.