

Supporting Your Customers

Along Their Journey



Enhancing Our Customer Journey Through Innovation

We know how important it is for customers to access their account information. That's why we developed MyPure; our online account management platform, which enables customers to:

- View their account balance and download annual statements
- Send queries directly to us, keeping everything in one place
- Complete their annual Certificate of Continuing Occupancy online

Customers with drawdown plans can apply for a cash release online, make ad-hoc repayments, whether monthly, annually or one-off.



A Trusted Lender

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.



Customer Support, Every Step Of The Way

We pride ourselves on our market-leading support and service pre-completion. But, what happens once your customers have completed, and how do we continue to support them?

Our dedication to customer care extends far beyond the point of loan completion, meaning your customers will always have access to a well-trained team committed to helping them achieve their financial goals, whatever life throws their way.

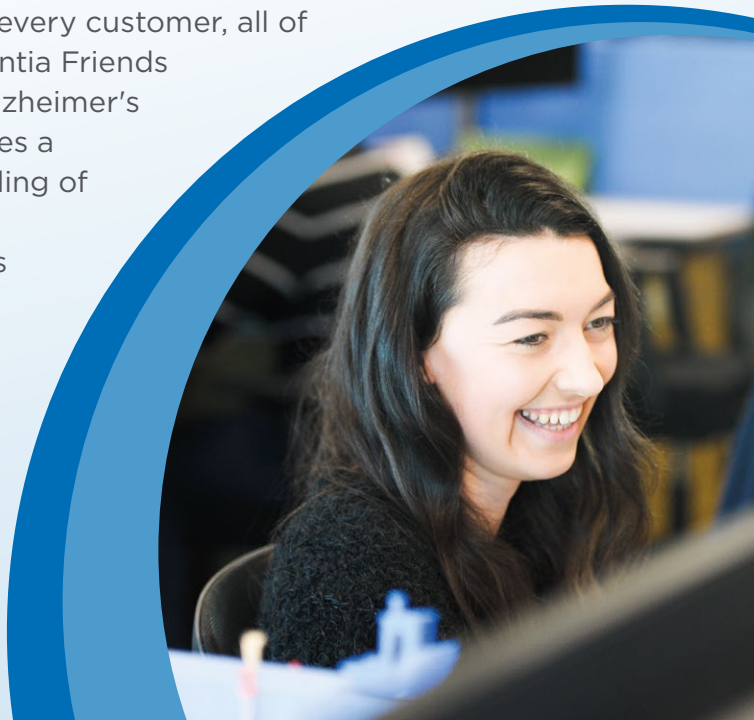
Dedicated Customer Account Service Team

In the last 10 years we've helped over 60,000 UK customers release more than £6 billion. We have grown our Customer Account Service Team by 90% since 2019 to ensure your customers always receive gold-standard support.

Our trusted teams specialise in assisting customers and their families with matters relating to payments, mortgage redemption, property management, and general customer account management.

All our Customer Account Service Team benefit from an intensive 12-week training program at our in-house Learning Academy. The training equips each individual with the skills to identify and accommodate vulnerabilities to ensure each customer receives an excellent, empathetic service.

To underline our commitment to compassion and understanding for every customer, all of our staff are Dementia Friends trained from the Alzheimer's Society. This ensures a deeper understanding of the cognitive and behavioral changes that may occur during their time with us.



Keeping Customers Informed

Our communications go the extra mile, and we have a full suite of literature that gives a balanced view on lifetime mortgages in accordance with the Equity Release Council's standards from:

- A completion brochure detailing account features and processes
- A guide to porting their mortgage to another property
- A guide to using equity release to purchase a new build property
- A guide to redeeming a lifetime mortgage, suitable for customers, their families, and estate executors

Through our experience, we've found contacting our customers yearly and asking them to fill in a COCO (Certificate of Continued Occupancy) ensures we manage their mortgages more effectively, steering away complications at the on-set.



MONEYAge AWARDS

2025

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LATER LIFE LENDER OF THE YEAR



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