



Pure Classic

Customer Product Guide

Introducing the Pure Classic Lifetime Mortgage. Designed with you in mind, for a more comfortable retirement.

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



“They were there every step of the way and taking time to explain everything in detail.”

Mr Lay

“I was really impressed by the fact that I was kept informed with the whole process.”

Mr Barty

“Very efficient service when I requested a drawdown from my equity release money.”

Ms Jones

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



Downsizing protection



No negative equity guarantee



Partial repayments



Porting available

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Pure Retirement's Classic Range has the below set of features and criteria, and a qualified adviser will be able to discuss these with you in detail.

Age	You have to be at least 55 years old.
Interest rates	Always fixed for the lifetime of your loan.
Loans available from	£10,000.
Drawdown facility	All our product ranges allow you to set up cash facility that you can 'draw' funds from as and when you like. Interest on funds in the facility isn't charged until you use it.
Monthly payments/ partial repayments	Our Classic Range does not require you to make repayments. However, if you wish to make a partial or regular payments to reduce the impact of interest accruing, our Classic product range allows you to do so (maximum repayment limits apply). Any payments are non-compulsory and you can start and stop them as you wish at any point throughout the loan.
Valuation	Pure Retirement will pay for the cost of your initial property valuation.
Arrangement fees	There are no arrangement fees on our Classic Range.
No negative equity guarantee	Your estate will never owe more than the property is worth when it is sold, provided that the property is sold for the best price reasonably obtainable and the terms and conditions of the mortgage are met.
Porting/downsizing protection	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. If the property does not meet the prevailing lending criteria and your initial loan completed over 5 years ago, you may repay the entire loan without early repayment charges.

As part of our commitment to you and the environment, Pure Retirement now offers new customers who take out a Classic lifetime mortgage a free Energy Performance Certificate (EPC) report, helping them understand how energy efficient their home is. With climate change also being a global concern, we are also planting trees for every Classic lifetime mortgage that has completed.



5. Other costs

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

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.



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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FCA registered number 582621.

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