



Pure Emerald

Customer Product Guide

The Pure Emerald suite of products gives you flexible access to extra money, both now and in the future.

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

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



ERC free repayments



Fixed ERCs



DIRECT Debit available

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Pure Retirement's Emerald 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 Emerald range does not require you to make repayments. However, if you wish to make partial or regular payments to reduce the impact of interest accruing, our Emerald 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	This depends on the estimated value of your property and is payable at the time of application. For initial advances this is free.
Arrangement fees	There are no arrangement fees.
Cashback	Cashback is not available on this product.
No negative equity guarantee	Your estate will never owe more than the property is worth when it is sold.
Early repayment charges	If you repay the loan for any reason other than death or entry into long term care, early repayment charges may apply.
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.

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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