

Email nurture campaigns

Introducer-facing

A structured email sequence you can use to educate your network and generate warm, well-informed enquiries to help support better client outcomes and easier, compliant conversations.

Client-facing

A short series of helpful emails that explain how lifetime mortgages work, answer common questions, and point potential clients towards useful resources, so they can decide, in their own time, what's right for them.



If you would like to request a toolkit item, please complete our toolkit enquiry form [here](#)