

# Online calculator for your website

## For advisers only

Support prospective clients with an indicative maximum loan calculator on your website. Enable them to get an idea of what they could potentially borrow with equity release, while ensuring that you can follow-up with a real conversation by capturing their email addresses. Templates are also available to order if you would prefer.

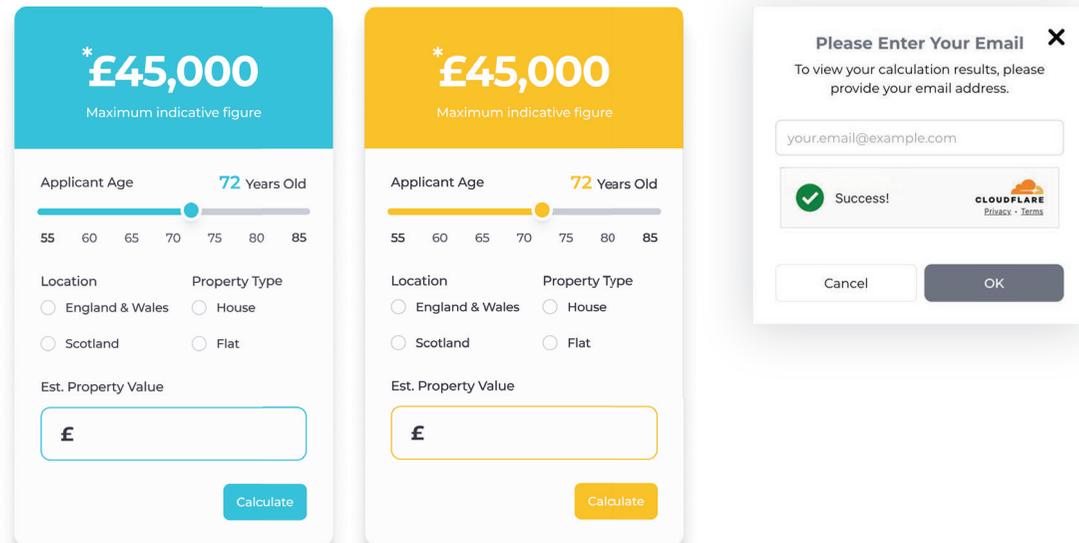
## How it works?

You can choose between an iframe version\* that you can add to your website (we'll provide further detail on how to do this), or a script version for your web team to add to your code.

To get started:

- Tell us the colour you'd like for the calculator to blend into your website and branding.
- Set-up a Google Form and Google Sheet to link the email capture to (we will provide a step-by-step guide on this)

\*An iframe (short for inline frame) is an HTML element that allows you to embed a feature into your website. It acts like a window within a page, displaying external content such as calculators, videos, forms, or maps without recreating that content yourself.



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

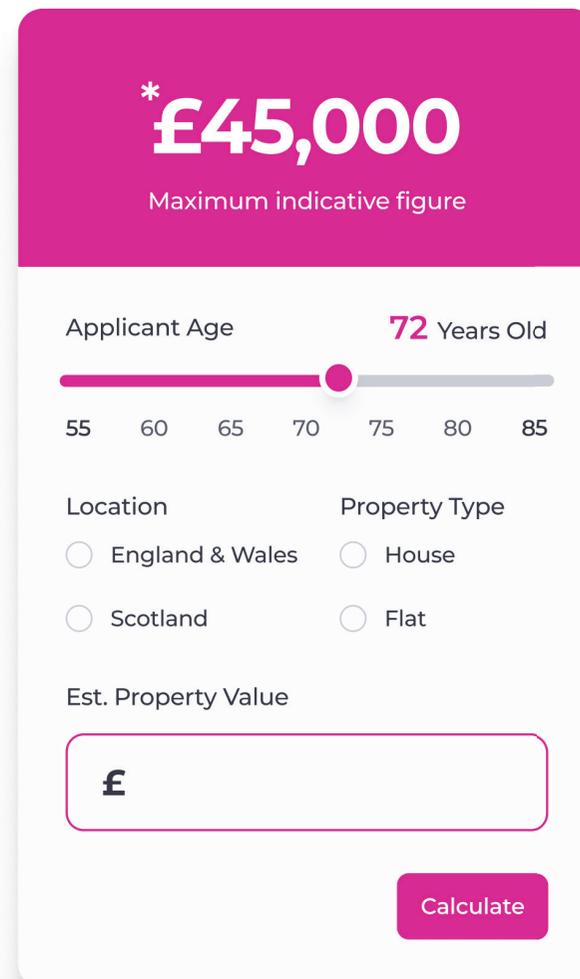
## Benefits to you

- **Simple implementation with no technical knowledge needed** – Just copy and paste the code.
- **Always up-to-date** – It automatically uses the latest version when we improve the calculator.
- **Secure** – It runs independently from your website, so it stays within its own safe environment.
- **Mobile optimised** – It adapts to any screen size, from desktop to mobile.
- **No maintenance required** – You don't need to manage or upgrade the code.
- **Know who's interested** – Follow-up the queries with practical advice, thanks to a secure Google Form that captures your new leads.

## Benefit to prospective clients

- **Quick insight** – An online calculator gives clients quick insight into what they can expect.
- **Easy to use** – With only the estimated value, destination, and property type needed, it's one of the most user-friendly calculators out there.
- **Reassuring** – They opt into a conversation with an indicative loan amount in mind which you can talk them through. It gives clients more to go by than a 'contact us' action alone.

**Disclaimer:** Please ensure, the web page you choose to feature the online calculator highlights the advantages and disadvantages of equity release with information that the provided quote is indicative in nature only and does not serve as a guaranteed quote. Pure Retirement will provide insight into how to add the iframe code on a website but cannot assist further.



The screenshot shows a user interface for an online calculator. At the top, a pink banner displays a result: **\*£45,000** with the text "Maximum indicative figure" below it. Below the banner is a form with several fields:

- Applicant Age:** A slider set to 72 Years Old, with tick marks at 55, 60, 65, 70, 75, 80, and 85.
- Location:** Radio buttons for "England & Wales" and "Scotland".
- Property Type:** Radio buttons for "House" and "Flat".
- Est. Property Value:** A text input field with a pound sign (£) and a "Calculate" button.

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