



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 to a workforce of over 200, and looks after over £2 billion of lifetime mortgage loans for its customers.

The Customer Account Servicing department has grown to a team of over 30, exclusively supporting its customers and ensuring that staff are always on hand to meet all their needs.

With over 25 industry award wins and a gold accreditation in Investors in People, a focus on service has always been paramount, with consistent praise from its customers.

2. Customer Feedback

“Extremely helpful team. Very happy with the service provided, thank you.”
Miss Penty & Miss Annesse, Margate

“The whole process was stress free, anything that we did not understand was quickly addressed.”
Mr & Mrs Aill, Nottingham

“Very good! We were guided through it all with great patience and understanding.”
Mr & Mrs Horsley, Wells

3. Pure's Promise



Be Honest

We offer our customers financial products they can put their trust in.



Keep it simple

We don't use jargon or complicated forms that can take hours to complete.



Take Responsibility

We aim to be fully transparent and accountable to our customers, 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 for a property value up to £2 million. If the property value is greater than £2 million and the case is approved then we will also pay for the valuation.
Arrangement fees	Some of our Classic products have an arrangement fee of £500. However, free arrangement fee options are available.
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.
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 solicitors fees will be between £450-£700.
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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