



Grow your business with equity release

A guide for introducers

equity release works 

The opportunity

Equity release enables homeowners aged 55+ to release money from the property they live in without having to make any monthly repayments.

There are two types of equity release; lifetime mortgages and home reversion plans.

The equity release market has transformed in recent years with product innovation and consumer safeguards now firmly established as its bedrocks. With new lenders entering the market and established lenders evolving, product options are at a record high – great news for homeowners looking for a flexible later life lending solution.

You can take advantage of this thriving modern-day equity release market without any qualifications by introducing to Equity Release Works.

Let's look at the stats...



Across the whole of 2020, nearly 73,000 new and returning customers were served, unlocking £3.89 billion of property wealth to support their finances.



Strong consumer demand has seen average house prices increase, with UK private property wealth now circa £6.08 trillion. This equates to equity of £189,549 per homeowner.



Today consumers considering equity release have almost 700 flexible options to choose from.

Stats taken from Equity Release Council figures.

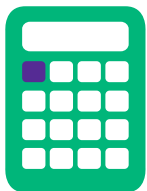
Is your client eligible?

Do you have clients who could benefit from a cash boost in later life?

To qualify for an equity release plan your client must be:

- Over 55 years of age (both if in couple).
- A UK homeowner, living in a property worth at least £70,000.
- Looking to borrow a maximum of 60% of their property value.
- Able to pay off any outstanding mortgage with the amount released.

Eligibility calculator



Go online to use our eligibility calculator and see how much your client could release.

www.equityreleaseworks.co.uk/work-with-us

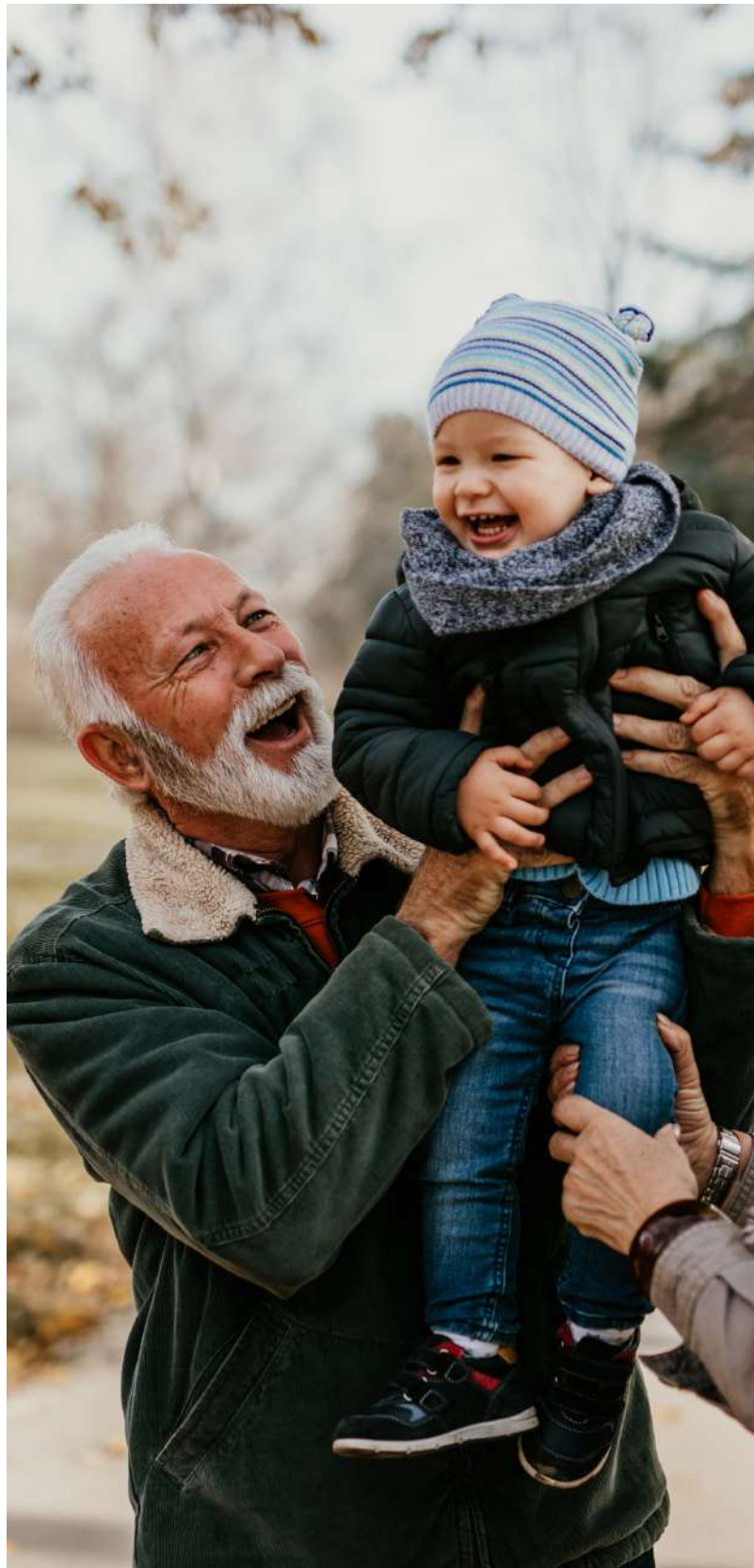
Easy introductions

You'll get paid 25% of the fee that we receive from the lender for every completed case that you introduce to us.

This equates to an average of £750 paid to you, based on our Q3 2021 figures.

To introduce a client all we need is:

- First name
- Surname
- Date of birth
- Landline or mobile
- Address
- Property value
- Existing mortgage balance



Equity release uses

Unlocking the cash from their home could make a massive difference to your client's life and the lives of their loved ones. They can spend the money however they wish; popular reasons include:



Home improvements

Home and garden improvements is the number one reason that people release cash. New kitchens and bathrooms are top of that list, along with extensions and conservatories.



Repaying debts

Repayments on credit cards, store cards and loans can really eat into your client's monthly income. If this is a concern, then equity release could provide the funds to repay these debts.



Clearing an existing mortgage

Has your client got an interest only mortgage coming to an end with no repayment plan in place? Equity release could provide the perfect solution.



Going on holiday

Later life often provides the freedom and time to be able to explore the world. If your client's finances don't match their ambitions, then equity release could help.



Gifting to loved ones

Most first-time buyers need financial help to get onto the property ladder. Other motivations include paying for school fees or gifting a 'living inheritance'.



Standard of living

Equity release can be used to maintain or improve their standard of living – especially if they are in or approaching retirement and need a cash boost.

Whatever your client's motivations the first step is to introduce them to us for a no-obligation initial call with one of our qualified advisers.

Your clients are in safe hands

We value our reputation and the financial security of your clients. That's why we only recommend plans from lenders that are approved by the Equity Release Council and come with their safeguards.





"Our adviser explained everything very clearly and I didn't feel the push to go ahead some firms give. I felt that either way the decision was ours to proceed or not."

Mrs Colley, Wales

Gold standard advice

Your client's home is likely to be their biggest financial asset, so releasing the cash from it is a huge decision – one that requires specialist advice and careful consideration.

At Equity Release Works our team of specialist equity release advisers are hand-picked for their expertise and industry knowledge. They are all fully qualified, employed directly by us and follow strict rules and guidelines.

Our main role is to make sure the decision to release cash is the right one for your client, so we'll explore their alternatives with them and only recommend equity release if we're sure it's in their best interests.

All our equity release advice is delivered to the highest industry standard with clear, simple and jargon-free language.

Honest advice, honest charges...

We don't charge your client a penny to explore equity release - and the alternatives - with an expert adviser. Our competitive advice fee of £995 is only payable on completion of their equity release plan and is fixed, regardless of their release amount. They can choose to pay this out of the money they release.

We work with all lenders

Being truly independent means we can access the best plans from the whole market, including all leading lenders.

The logo for JUST. features the word "JUST." in a bold, black, sans-serif font. The letter "J" is partially enclosed by a red rectangular shape.The logo for LVE consists of the letters "LVE" in a bold, green, sans-serif font. The letter "V" is stylized with a white diagonal line through it.The logo for SCOTTISH WIDOWS features the words "SCOTTISH WIDOWS" in a bold, black, sans-serif font. A red and black wavy line is positioned above the text.The logo for canada life features the word "canada" in a lowercase, black, sans-serif font, followed by the word "life" in a white, cursive script font inside a red square.The logo for AVIVA features a blue square with a white diagonal line, positioned above the word "AVIVA" in a bold, blue, sans-serif font.The logo for Pure Retirement features a rainbow arch above the word "Pure" in a bold, black, sans-serif font, with the word "Retirement" in a smaller, black, sans-serif font below it.The logo for onefamily features a pink circle with a white dot inside, positioned above the word "onefamily" in a bold, black, sans-serif font. Below it, the words "modern family finance" are written in a smaller, black, sans-serif font.The logo for more2life features a green leaf-like shape above the word "more2life" in a bold, black, sans-serif font. Below it, the words "the later life lender" are written in a smaller, black, sans-serif font.The logo for Legal & General features a colorful umbrella above the words "Legal & General" in a bold, black, sans-serif font.

Your questions answered



Q: Who is responsible for the advice?

A: All our advisers are directly employed by Equity Release Works and we accept full liability for the advice that we provide. Equity Release Works is an appointed representative of Equity Release Associates Limited, which is authorised and regulated by the Financial Conduct Authority. FCA registered number 932793.

Q: What timescales can I expect on a case?

A: Typically a case takes 6-8 weeks, but our internal systems and teams are highly efficient, meaning we can process cases extremely effectively and meet deadlines wherever possible.

Q: What plans do you recommend?

A: We search the whole equity release market to find the best plan for your client. This includes household names such as Aviva, LV=, and L&G, together with specialist later life lenders such as Pure Retirement and more2life.

Q: How much can I expect as an introducer fee?

A: You will receive 25% of the fee that we receive from the lender. Based on our recent figures that means you would get on average £750 per completed case.

Q: Can I refuse my introducer fee?

A: Yes. Introducer fees can be sacrificed and deducted from the client fee at your request.

Work with us

To sign up as a Registered Introducer go to www.equityreleaseworks.co.uk/work-with-us/

We take full compliance responsibility for the equity release advice given, meaning you don't need specialist qualifications to introduce to us. You can introduce with confidence...



No cross sell or upsell

We respect the relationship you have with your clients which is why we never cross-sell or up-sell.



Competitive introducer fees

You'll get paid on average £750 per completed case that you introduce and it will be paid promptly.



Quick and easy introductions

Your time is precious which is why we've made our introducer process as quick and easy as possible.



Online case tracking

Staying fully informed throughout the process couldn't be easier with our online case tracking portal.

We'd love to hear from you

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