



LV= Hits the Road with Equity Release Toolkit

Life and pensions specialist LV= has created a new marketing toolkit for financial advisers to help them advise their clients on equity release.

The launch of the toolkit is being supported by a range of roadshow events across the country in May and June, where advisers can learn more about advising clients on equity release. The roadshows start this week in Kent and Bristol, and will feature a spokesperson from adviser portal Assureweb as well as LV= representatives.

Vanessa Owen, LV= head of equity release, said: “We have listened to the needs of financial advisers and developed this equity release marketing toolkit around their specific requirements and suggestions. We believe this will help them to make both existing and prospective clients more aware of the benefits of equity release, thus helping them to serve their clients more effectively.

“Many people have equity tied up in their home that they could use to enhance their lifestyle, or simply to make ends meet in today’s tough economic environment. What the LV= roadshows will do over the next few weeks, with independent input from Assureweb, is show advisers the benefits of equity release and how to advise their clients more effectively on the opportunities it can bring.”

The LV= marketing toolkit includes the following features:

Equity release marketing guide: a step by step guide on how to market equity release and how best to use the support materials that LV= provides.

Template letters and posters: A range of letters and emails, tailored for use with different clients, that advisers can send out with an equity release brochure.

Case studies: To assist in identifying needs and explaining the potential benefits of a lifetime mortgage.

Customer brochure– unlocking capital from your home: copies of an informative brochure for advisers to send to their clients.

The LV= Equity Release road shows are taking place as follows:

18th May – South East London (Holiday Inn, Maidstone-Sevenoaks)
19th May – Bristol (Bespoke Redwood Hotel and Country Club, Failand, Bristol)
21st May – Bournemouth (LV=, County Gates House, Bournemouth)
2nd June – Birmingham (Holiday Inn, Solihull)
4th June – North West London (Ramada Watford)
8th June – Leeds (Devere Venues, Oulton Hall, Leeds)
(1st June – De Vere Venues, Daresbury Park, Warrington, event now full)

For more information on the events, including attendance details, financial advisers should contact Georgina Oxton, georgina.oxton@lv.com 01462 446821.

For information on the Equity Release Marketing Toolkit, please visit: www.lvadviser.co.uk/erlmtoolkit

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