



therightequityrelease

## Looking for an exciting new adventure in equity release?

... Then look no further than The Right Equity Release.

Exciting times are ahead for the equity release market, with more competitive products and increased customer confidence. And now we're on the hunt to increase our nationwide adviser base and drive even more sales. Come and Join a group of good quality, Highly trained advisers giving the right advice to clients. Not just selling, advising!

### About us

The Right Equity Release Ltd was established in 2010 and is now one of the leading Independent Equity Release specialists. The company was formed with the intention of focusing our attention on the "at retirement market", providing lending solutions and life cover to our clients.

Our aim is to provide professional advice and recommendations to clients, whilst building excellent relationships with lenders and our referral partners. Our vision is to become the leading force within the Equity Release community.

Ensuring your clients choose the right equity release

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## Our Directors

### Sales and Compliance Director: Robert Brennan

Rob has 27 years experience in financial services of which the last 16 years has spent focusing exclusively in the equity release market place. A significant aspect of this experience was gained as an equity release adviser with Aviva (Norwich Union pre-merger). Rob was part of the initial roll out of the Aviva equity release product range and therefore is extremely experienced and knowledgeable in relation to the current and past Aviva products. Following employment with Aviva, Rob has worked in a number of independent advice equity release environments, ultimately launching The Right Equity Release.

### Operations Director: Lyn Perrett

With 35 years experience in financial services, sales management and business development, Lyn has attained an enviable track record of success when it comes to business development with not only existing practices, but also new and evolving businesses. Her CV boasts a history of achievements which include running her own successful businesses, to working in and managing departments for major financial services networks. Lyn's extensive knowledge of "what works today" is very relevant to all businesses, whatever their size.

### Marketing Director: Martin Wilson

Martin has worked in financial services since 1982, achieving over 30 years of industry knowledge. He launched Personal Touch Financial Services, which grew into one of the UK's largest networks with a turnover in excess of £100 million. Martin brings to The Right Equity Release the expertise of taking a fledgling business and transforming it into a market leading proposition. As a relatively new business, the company from outset has always been financially secure and profitable. The company and directors are very well respected within the industry, this has helped the company to evolve and grow very quickly.

Ensuring your clients choose the right equity release



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## Why join The Right Equity Release?

- Whole of market proposition.
- Unlimited earnings potential.
- Financially sound with a weekly pay run so you get paid quickly.
- Self employed basis with very low fees of £160 +vat per month for your regulatory obligations.
- Free local website designed for you to promote your business online.
- Free business cards and stationary packs.
- Authorised for Equity Release, conventional mortgages, protection & general insurance.
- Write LPAs or Probate Protection Trusts through our sister company The Right Will.
- You decide what your own business model looks like.
- Receive enhanced commissions up to 50% more than Equity Release Clubs.
- Excellent relationships with providers which means we have exclusive deals for your clients.
- Self Generated Business - Payaway to The Right Equity Release is only 20% of the commission and fee.
- Web Site Generated Business - Payaway to The Right Equity Release is only 45% of the commission and fee.

## Our promise to support you with:

- In house Compliance Officer and internal file checker who are here to help you get your files “right first time”
- Helpline to discuss your clients’ needs and how to solve them.
- Para planner support if you prefer to use it for your letters.
- Tried and tested “Guide to Winning Business” so you can develop your earnings quickly.
- Regular sales team meetings with provider support for your structured CPD requirements.
- Voluntary skills workshops so you can develop yourself in new areas.
- Complete document library of everything you will need for your role.
- Free marketing material already designed for you to use from day one.
- “Client Review” guides to help you spot opportunities from existing clients banks.
- Sales Manager Support for help and guidance in developing your business plans.
- Our own CRM system to help you prospect and organise your clients.
- In house “Paperless Office” to store all your files safely.
- Paper based or electronic sales process. You decide which you prefer.

## Ensuring your clients choose the right equity release





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## Lead generation

- National programme of generation the envy of our peers.
- 20 qualified leads per day through our contact centre and growing each day as we grow.
- National and local websites used to promote both you and our business.
- Online calculators and marketing strategy to collect data which is then qualified before distribution to consultants.
- Freephone numbers direct to our contact centre for live appointment making directly into your diary.
- Many National and local introducers including Paradigm and Simply Biz.
- We are a chosen referral partner of Aviva. They have a significant marketing budget which is used to promote Equity Release direct to clients. They have their own contact centre that refers leads to us.

**We change more and more lives for our clients each and every day.  
Is it time for you to change yours?**

**Contact us today and start ensuring your clients choose  
The Right Equity Release**

For more information or questions you may have,  
please contact:  
Lyn Perrett, Director

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Email: [Lyn@therightequityrelease.co.uk](mailto:Lyn@therightequityrelease.co.uk)  
Adviser website: [www.therightequityrelease.co.uk](http://www.therightequityrelease.co.uk)

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