



# Introducing Key Partnerships

Your equity release referral partner

Let's work together to help your clients  
realise the financial potential in their home



This is intended for intermediaries only and  
has not been approved for customer use.



# Help your clients see their financial potential

## What we do

Key Partnerships is part of Key Group, the UK's largest equity release service provider with over 20 years of industry expertise. Key Partnerships is your referral gateway, giving you a risk and hassle free way to help your clients make the most of their financial potential by releasing equity from their homes. All clients referred will benefit from specialist whole-of-market equity release advice from our nationwide network of qualified equity release advisers.

## Equity release at a glance

### **Equity release helps UK homeowners aged 55 and over access some of the money tied up in their home.**

There are two types of product: a lifetime mortgage or a home reversion scheme. The most popular type of equity release is a lifetime mortgage. With a lifetime mortgage the money released, which can typically be spent in a wide variety of ways, can be taken as a single lump sum or more than once in smaller amounts, following an initial lump sum. There are no affordability checks and the loan is usually repaid when the home is sold following their death or admission into long-term care.

### **How much money can be released?**

The amount of money your client can release depends on their age, how much their house is worth, their health and lifestyle.

With a lifetime mortgage, generally, the older your client is and the higher the value of their home, the more equity they can release. Clients can potentially release between 5 and 55% of the value of their home.

### **To qualify for equity release, your client must meet the following criteria:**

- ✓ They must be aged 55 or over
- ✓ Their home must be worth at least £70,000
- ✓ They should be a UK resident, and their home must be in the UK

# Take advantage of the booming equity release market and grow your business by referring to Key Partnerships.

## Dispelling the myths

### Changing perceptions

Equity release has evolved rapidly from a niche lending option for the elderly to become a competitive, mainstream later life planning option, a sector growing faster than any other in the mortgage industry.

### Better products

Lifetime mortgage rates are far more competitive than they used to be, and your clients can rest assured they'll remain the owner of their home. We recommend Equity Release Council approved plans which come with a no negative equity guarantee, meaning your clients can never owe more than the value of their home, and therefore won't risk leaving loved ones with additional debt to repay.

### Customer demand is driving innovative plan features

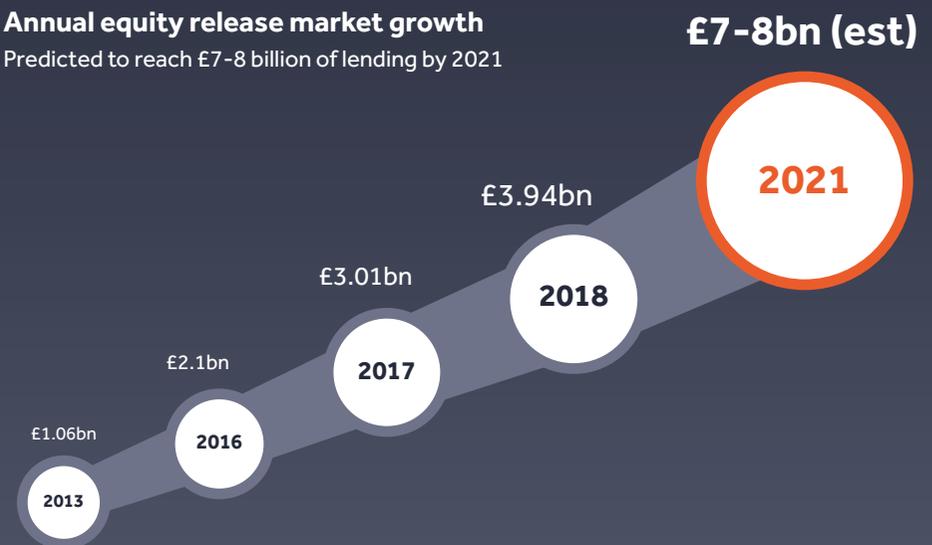
Modern lifetime mortgage plans are highly flexible and offer clients more options. From inheritance protection features that allow clients to protect a percentage of their home's future value for the benefit of loved ones, to plans that allow clients to pay off interest, make capital repayments without penalty and access flexible drawdown facilities.

## Be part of a growing market

The equity release market is growing rapidly as more and more homeowners over the age of 55 are using their housing wealth to support their finances in later life.

You can take advantage of this booming market and grow your business by referring to Key Partnerships. We take full compliance responsibility for the equity release advice given, meaning you don't need specialist qualifications to refer to us, and we'll do all the work.

### Annual equity release market growth Predicted to reach £7-8 billion of lending by 2021



# We're here to help you grow your business

Referring clients to us can support your core revenue streams. For example, if you're a mortgage broker it can help your clients to release money which can be used to fund residential mortgage deposits. Or if you're a financial adviser, it can be a great way to help your clients access money from their total wealth. That's why our referral service is loved by the 8,000 professionals we work with.

In return for your referral, you'll earn a highly competitive referral fee, and we make sure we pay it promptly when your client's case completes. You can track any application in real-time with our case tracking portal.



## Potential client uses for equity release

We want to work with you to help your clients understand the increasing relevance of equity release. With the lion's share of most family wealth tied up in their home, the benefits of equity release can go far beyond what most people will initially consider, including helping to:



Fund a longer, more active retirement while enabling them to stay in their home



Split assets in divorce



Pay off existing interest-only mortgage or other debts



Pay the shortfall on a new home



Fund their children's home deposit



Provide tax-free cash



Help to finance a better retirement



Adapt a home to cater for care needs, subject to lender criteria



Pay for their grandchildren's school fees



Take a holistic view of their wealth



Buy a second or holiday home



Home improvements

# Referring with Key Partnerships is easy



## You refer

Register your client's name, age and contact details



## We chat

We'll contact them to see if equity release is right for them



## We advise

If it is, we'll find them the most suitable product with our whole-of-market advice



## You earn

We'll keep you informed throughout the process and, once the case completes, we'll pay you a referral fee

Our advice process involves face-to-face meetings in the comfort of their own home, with one of our specialist equity release advisers, or by telephone if your client prefers. We'll listen carefully to your clients' needs and situation to see if equity release is right for them. And if it is we'll review the whole of the market to get the best solution for them. They'll also get their own case handler to manage the process, making it simple for them and easier for you. You can be involved in the process as much or as little as you want, either taking a back seat or attending client meetings. We'll never cross-sell or up-sell to your clients.

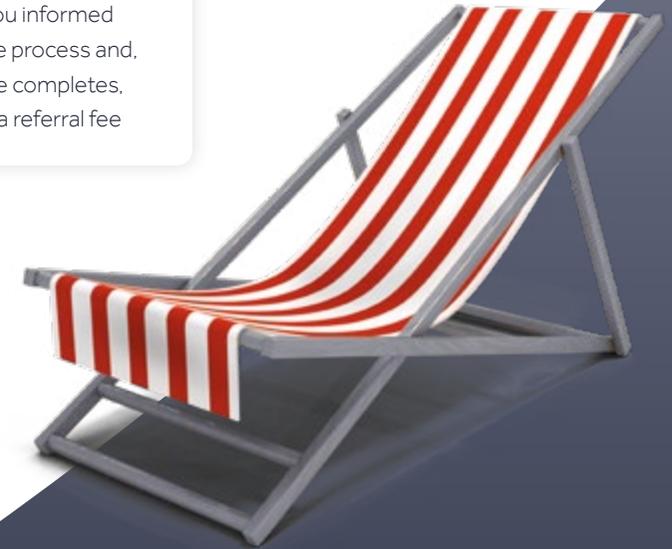
## A solution that benefits everyone

Not only are you able to help your client, in return for your referral we pay a highly competitive referral payment, and we make sure we pay it promptly when your client's case completes. The referral payment is calculated as a simple percentage and is based on the amount of money your clients are releasing from their property.



**Our average referral payment in 2019 was**

**£1,536**



**You can be involved in the process as much or as little as you want, either taking a back seat or attending client meetings.**

# We know the market inside out

So we can take the best possible care of any clients you entrust to us

## Why you need specialist advice

Releasing equity is an important and complex decision for your clients. That's why it is a regulatory requirement that they must get advice from a qualified equity release adviser to take out a plan.

And with more flexibility and choice than ever before, our specialist equity release advisers will review your client's personal circumstances and if equity release is the right option, provide them with a recommendation of the plan that best suits their needs at that time.



## THREE great reasons to refer your clients to Key Partnerships

### 1 We deliver great customer outcomes

- We provide whole-of-market advice
- As part of Key Group we've helped over 1 million people in later life decide whether equity release is right for them
- We are an independent equity release referral service with more than 8,000 registered introducers
- Our customer service is second to none with over 14,000 5-star reviews on TrustPilot

### 2 We make the process easy for you and them

- Start referring straightaway – you don't need any special qualifications or industry experience
- Referring couldn't be simpler – a name, address and contact number is all we need
- We'll visit your client anywhere in the country with a nationwide network of more than 100 qualified advisers
- Track the progress of your cases on our portal and update your clients in real time

### 3 We help you grow your business

- A valuable additional income stream – in 2019 the average referral fee paid on each completed case was £1,536
- Offer clients a complimentary service that supports your core business areas
- Access to tools and educational support to enhance client conversations and opportunities
- Dedicated face-to-face and telephone support to help you develop your knowledge of the equity release market and the opportunities available

# All the support you need



## Your dedicated team

### Business Development Managers

Our Business Development Managers are your main contact for face-to-face appointments. They will help you understand why the market is growing at such a staggering pace, how to identify potential equity release opportunities, and give you the confidence to open up these conversations with your clients.

### Telephone Account Managers

Our Telephone Account Managers are your telephone contacts, on hand to discuss potential cases, provide answers to your everyday queries and support you with access to our online portal and tools.

### Customer Management Team

This team is your referral support, arranging customer appointments and keeping you up-to-date with your referrals.

### National Account Managers

Our National Account Managers focus on managing and growing the network, mortgage clubs and national advice relationships.

## Our new and improved portal

Provides a one-stop-shop to access a whole range of support:



### Insights – to identify client opportunities

**Tailored content** – whether you're a mortgage broker, IFA or other professional – we'll help you maximise the opportunities that already exist within your client base

**Webinar programme** – we offer a suite of CII accredited webinars and videos to help you understand more about equity release, how it works and how it can help you to grow your business



### Sales tools – to break down barriers

**Lead verification tool** – see if your client could be eligible for equity release

**Remaining equity calculator** – see how your client's equity is affected

**Retirement income tool** – see how using housing wealth could change your clients' retirement

**Commission calculator** – see how much you could earn from referring your clients



### Marketing – to open up client opportunities

**Personalised marketing materials** – we'll help you build marketing campaigns for your clients with our ready-made customer-facing leaflets, posters, flyers and letter and email templates



### Refer and track – with confidence

**Make referrals** – submit a referral online simply by entering your client's name, address and contact number

**Portal case tracking** – as soon as you log in you'll be instantly updated with cases completed, open, lost and total earned

You'll need to register to benefit from all these added value services and tools. You don't need a current referral to register, just visit our website and create an account for access.



# Key Partnerships – the equity release referral service

We'll always...



**Treat your clients fairly**



**Respect you and your business**



**Go the extra mile**

"The team at Key Partnerships are great to work with. My business development manager supports me and delivers on her promises. The most important thing is knowing my clients are in safe hands and I am confident in the way my local adviser makes the process clear and easy to understand, without jargon. I know they'll do the right thing for my clients. I look forward to passing future cases on to the team."

**Malcolm Gorton, Financial Fortress**



Check out Key's **14,000** 5-star reviews

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**keygroup**

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## Start referring today

It only takes a few minutes to register and make an equity release referral, just visit [www.keypartnerships.co.uk](http://www.keypartnerships.co.uk).

Or contact us:



[refer@keypartnerships.co.uk](mailto:refer@keypartnerships.co.uk)



**0800 138 1663**