



# Could the ~~bank~~ house of mum and dad help with your client's deposit?



# It's harder than ever for your younger clients to get onto the property ladder

At least 40% of under 35s in the UK are unable to buy the cheapest homes in their local area. Because of this, nearly 60% of under 35s receive financial help from their family when buying a home. \*

Most parents will dip into their savings to help out but what about those not in a position to do this? Releasing equity provides a tax-free alternative with less impact on their own lifestyle or retirement plans.

## Does this sound familiar?

Your client has found a place they LOVE. They've got their heart set on it. The trouble is without a bigger deposit, it's out of their budget, either because they can't afford the purchase price or they won't be able to afford the monthly repayments.

Desperate to make it work they're looking to you for ideas to help make it happen. You ask if their parents could help with the deposit. They respond that their parents would love to, but don't have access to enough savings. This is your cue to see whether equity release could be an option for their parents to help.

## Help them bag the place they love

You explain the concept of equity release to them and they seem keen to explore the option with their parents. Their parents are keen to find out more too. You then suggest them having a no obligation initial chat with a qualified equity release adviser, to see if it's something appropriate for them.



## A solution that benefits everyone

After passing on your clients parents contact details and following an appointment and recommendation from an expert equity release adviser:



Your client **gets the extra £40k deposit** they needed which also secures them a better mortgage deal with a lower interest rate



Your **client's parents are delighted at helping their child out** and potentially have access to further lending to meet their own retirement needs



**You get a referrer payment in respect of the completed loan\*\***, a residential mortgage you might have lost and a very loyal and thankful client for helping them make it happen

\* The Telegraph, November 2018

\*\* The average payment we made to introducers in 2019 was £1,536 for every completed case.



## Sound good to you?

It's so simple: you refer, we chat, we advise, you earn.  
Give us a call or register online.



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