

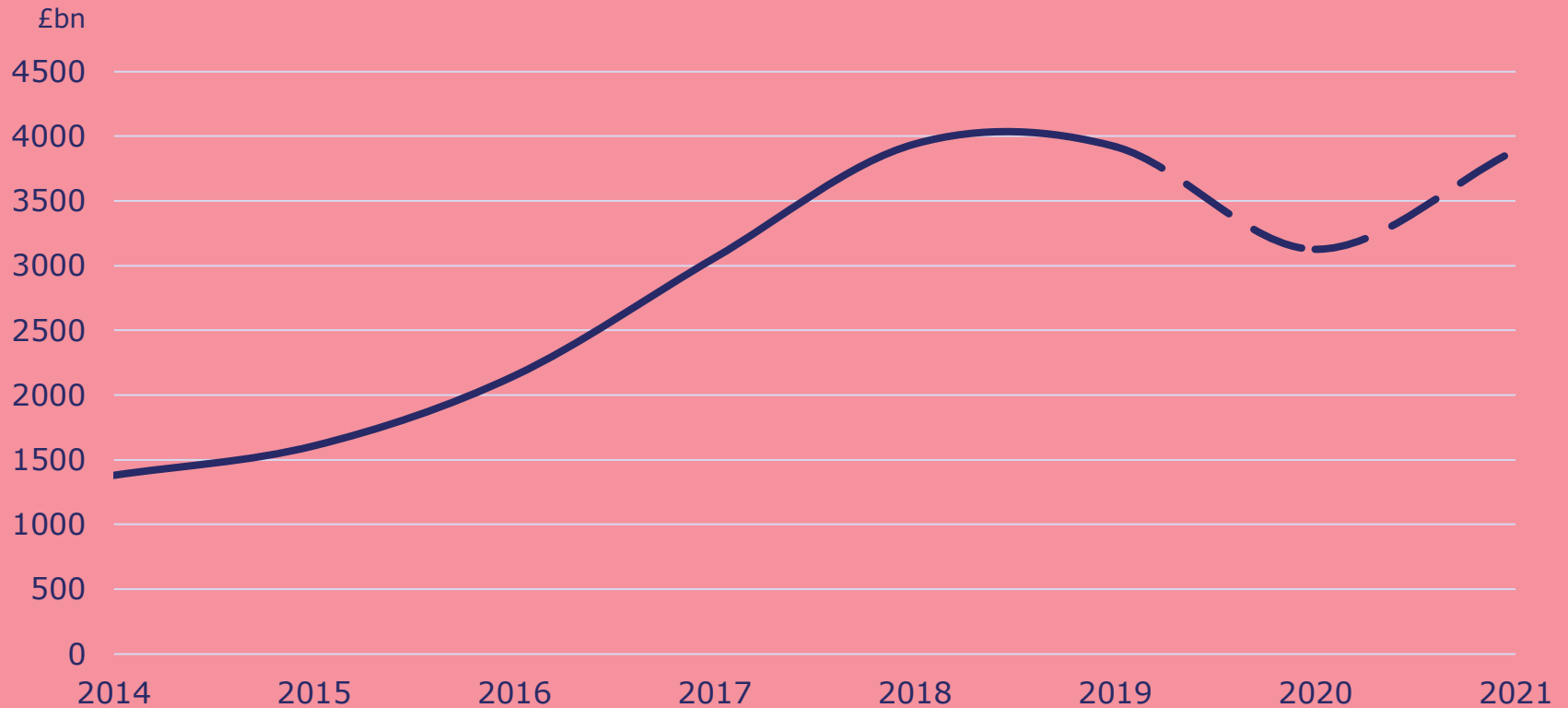


David Burrowes

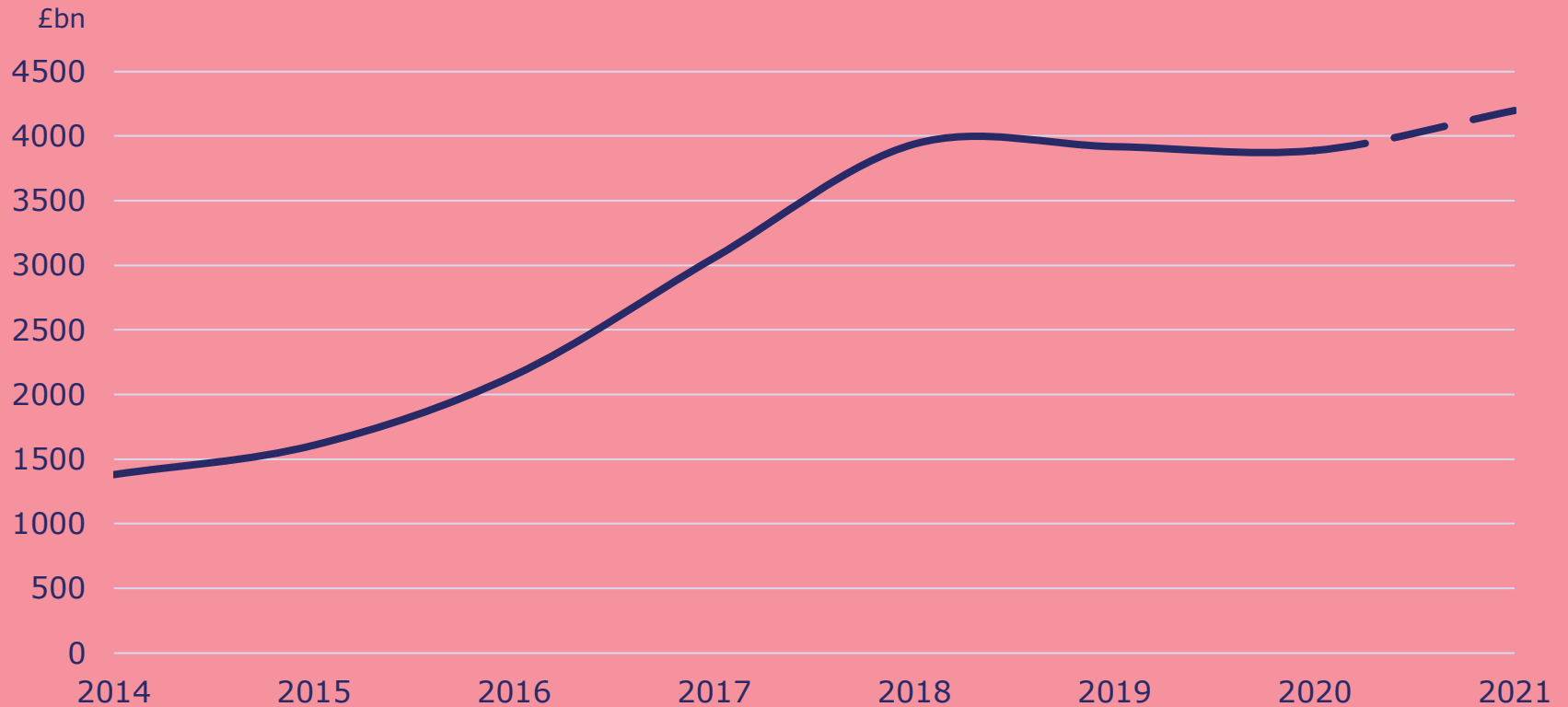
Chairman

Equity Release Council

# The market in the pandemic: expectation



# The market in the pandemic: reality



# Market drivers



Meeting consumer needs and demands

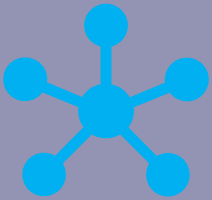


Product innovation

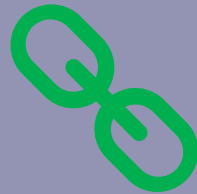


Council's standards and protections

# Overview of the Equity Release Council



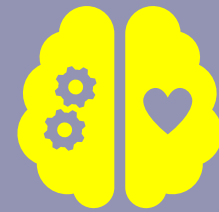
Representative  
trade body



Representing the  
entire value chain



Setting the industry  
standards



Conscience of the  
market

# Our Standards and key consumer protections



No negative  
equity guarantee



Secure tenure for life

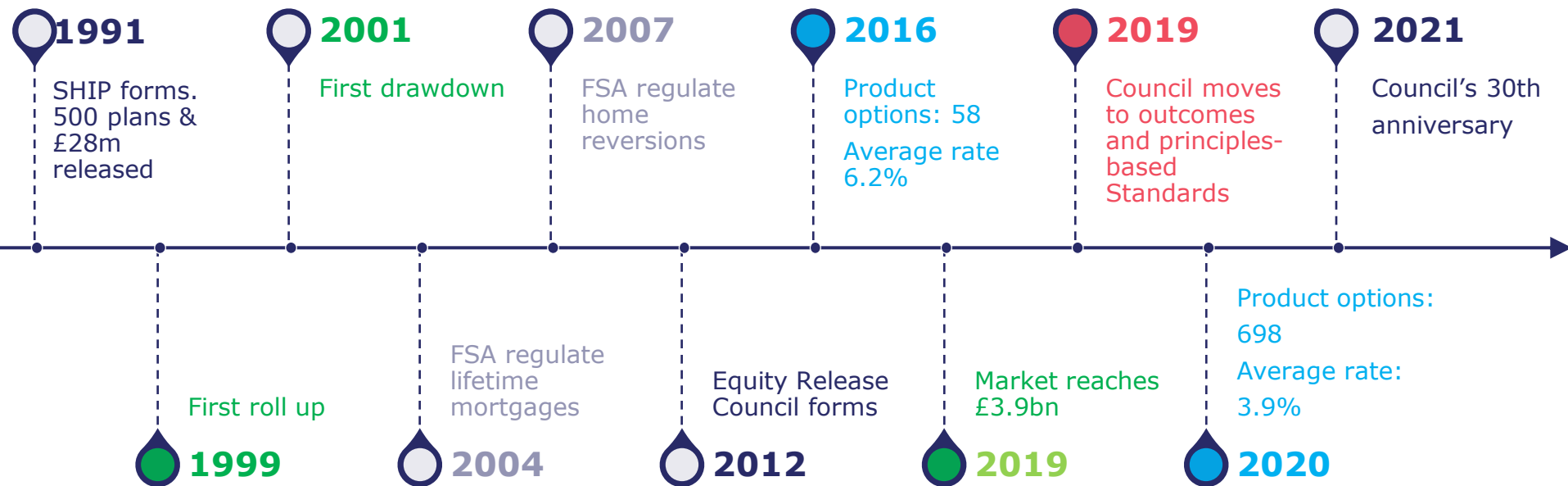


Fixed or capped  
interest



Independent legal  
advice

# Key milestones



# Future drivers for growth



Holistic property wealth planning



Sustainable housing



Socioeconomic challenges



# Future drivers for growth



Changing attitudes towards property wealth



Innovation and changing relationship with Gov



Council's standards and protections

# Changing attitudes to drive growth: Home Advantage

Almost all 5,000 survey respondents can see 'permissible' scenarios where equity release would be a net positive for them.

Helping family out

Especially if in need now.  
Most common and most 'permissible'

A more discretionary  
'advance on inheritance'

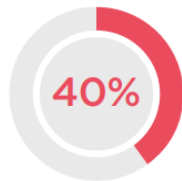
Close pension gap

Between income and needs for a secure / desirable retirement

Controlling debt

For those with debt / high mortgage and a strong desire to retire (and/or inability to work)

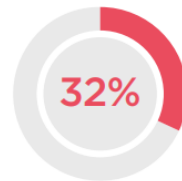
# Changing attitudes will drive growth: Home Advantage



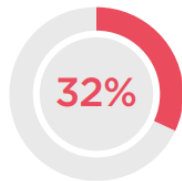
Homeowners who think it's becoming more acceptable to have a mortgage in later life



People in their sixties using pension savings to pay off their mortgages



Homeowners who see a mortgage in later life as a means to improve their lifestyle



Homeowners who see a mortgage in later life as a means to provide help to family



Homeowners in their thirties who bought "much later" than they expected



Homeowners who see their mortgage being like an investment in their future



## 57%

Homeowners interested in accessing money from the value of their property in later life

Look ahead to 2022:



**Equity Release  
Council**



An aerial photograph of a residential neighborhood, showing a grid of streets, houses with various roof colors, and green spaces. The image is overlaid with a dark blue semi-transparent layer. The website address is centered in orange text.

[www.equityreleasecouncil.com](http://www.equityreleasecouncil.com)

