

Equity Release Schemes - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The equity release market has grown strongly over the past several years, and prospects for further growth remain favourable despite the recent slowdown in the housing market.”

– **George Zaborowski, Senior Financial Services Analyst**

This report looks at the following areas:

- Lack of knowledge a key factor hindering interest in equity release
- Equity release – a supplement to poor annuity rates

The equity release market has experienced spectacular growth in recent years, with the value of new business rising to nearly £4 billion in 2018. This has led to a steep rise in new product launches, and the entrance, or re-entrance, of bigger names like Nationwide and Standard life. Prospects for continued growth look favourable, with more and more homeowners set to enter retirement with insufficient pension savings, but a considerable amount of wealth tied up in their properties.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Equity release sales near the £4 billion mark in 2018
- 65% of new business is driven by drawdown plans
- Average drawdown plan values stagnate while lump-sums decline
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Companies and Brands – What You Need to Know

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 Surging market growth boosts product development activity
 Equity release above the line adspend rises sharply

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 Enhanced flexibility and control the key goal of product development
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 Two fifths describe their financial situation in retirement as healthy
 Just one in 10 homeowners would consider equity release
 One in three claims to have a good understanding of equity release
 More still needs to be done to fight against product misconceptions
 The ability to extract lump sum payment most commonly cited benefit

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Many still view equity release as an option of last resort

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