



L&G's Home Finance Business Launches Leading the Way Campaign

Campaign shines a light on the people working behind the scenes to support each equity release customer

- Campaign launched as L&G marks 10 years since the establishment of its Home Finance business
- Since inception, L&G's Home Finance business has helped 100k+ customers release £6.5bn+ of equity from their properties
- Leading the Way campaign provides advisers with interactive lifetime mortgages guide

L&G's Home Finance business has launched its *Leading the Way* campaign, showcasing the genuine connections built between lifetime mortgage customers and those working behind the scenes, ranging from the Customer Service team, Underwriting team, Care Service team, and beyond.

The campaign launches as the business celebrates a decade in the lifetime mortgage sector. During this time, L&G's Home Finance business has helped more than 100,000 customers release more than £6.5bn of equity from their properties.

The video-led campaign highlights the real life and human stories behind each equity release application. Members of the L&G team recount stories that have left lasting impressions on them, from a customer who released equity to buy a wheelchair-friendly car to travel the country while suffering from terminal cancer, to another customer buying a home in Bournemouth to be close to their grandchildren and family. There's even one story about a lady who named her cat after a particularly helpful underwriter!

A trusted partnership with advisers

The Leading the Way campaign outlines the intricate support network and many lives that are connected by every equity release application. It is designed to bring to life for both advisers and customers alike, the human faces behind the dedicated infrastructure that makes each application a reality.

To support advisers to have meaningful conversations with their clients and best equip them to explore all options available to them, L&G's Home Finance business has launched an interactive guide to simplify and clarify elements that clients might find complex and inaccessible. The *Leading the Way with Lifetime Mortgages* guide is a comprehensive resource exploring the types of lifetime mortgages available, why people opt for a lifetime mortgage and key factors to consider.

David G Jones, Distribution Director, Home Finance, L&G: "For many, deciding to release equity from their home will be one of the most significant decisions a person makes in retirement and the funds can quite literally be life-changing for customers. It's easy to think that later life lending is purely a number crunching exercise, but it involves compassion, authenticity and teamwork – it can be very emotional.

"Advisers build enduring relationships with their clients – they attend 80th birthday parties, go to weddings, and meet the families. Advisers will naturally ask themselves whether their clients will be taken care of properly when they interact with lenders. The Leading the Way campaign is about highlighting that the level of care advisers



have for their clients is mirrored by the team at L&G, who work behind the scenes and make a difference to customers every day.”

As part of the ongoing and holistic approach to supporting lifetime mortgage customers, a key service highlighted by the campaign is L&G's Care Concierge. This is a free, confidential telephone guidance service that can help all later life lending customers, and their families, find, fund and understand later life care. The team has detailed knowledge of the care industry and is completely impartial, allowing customers to make an informed decision.

Advisers are also able to access L&G's Home Finance business's new interactive guide [Leading the Way with Lifetime Mortgages](#), outlining the services available.

The Leading the Way video campaign can be accessed [here](#).

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

As at 12 March 2025, L&G has a market capitalisation of £14.1 billion.

Further information

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