



L&G launches later life lending campaign with dedicated documentary series

L&G has launched a dedicated later life lending campaign, centred around short documentary-style films showcasing the people, relationships and advice behind later life lending decisions.

'Every Client Has a Story' follows Customer Service Representative, Emilie as she meets clients and advisers whose later life lending journeys demonstrate the positive impact that quality advice can have.

The first two episodes in the series feature lifetime mortgage customers and the advisers who helped them navigate important financial decisions.

The campaign has been created to celebrate the value of advice and the strong partnerships that exist across the later life lending market, recognising that every financial decision is shaped by individual circumstances, ambitions and future plans.

One episode follows Sandra, who turned to a lifetime mortgage after being made redundant. With support from her adviser, she explored later life lending options and found a solution that gave her greater financial peace of mind, allowing her time to consider her next career move while making improvements to her home.

Another tells the story of Jill and David, whose adviser helped them secure a lifetime mortgage that enabled them to make improvements to their home, creating a more comfortable living environment that better suited their needs.

The episodes also feature advisers from The Equity Release Network and Mortgage Store, highlighting the empathy and insight that underpin good later life advice.

Emilie, Customer Service Representative at L&G and presenter of the series: "I speak to clients on the phone every day, hearing about their lives, what they're going through and what they're hoping for. This series gave me the opportunity to meet some of those clients in person and see first-hand the role that advice and support can play in helping people achieve what matters most to them."

Cecilia Furner, Distribution Director of Retail Retirement, L&G: "This brilliant series is our way of celebrating the essential role advisers play every day, taking the time to understand their clients' individual needs and help them make informed decisions. These great stories show that behind every application and recommendation is a person with their own unique circumstances, hopes and goals."

Full episodes from the series can be accessed [here](#) with further episodes being published throughout the year.

-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 £1.2 trillion in total assets under management (as at FY25) of which c. 43% (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.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.1 million customers throughout their lifelong financial journeys.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and, wherever possible, in highly personalised ways.

As of FY25, our Workplace pension platform served 5.8 million members, with Workplace DC net flows of £6.2 billion. Retail annuity sales were £1.8 billion and lifetime mortgage advances (including retirement interest only mortgages) were £224 million. Our Retail Protection gross premium income was £1,546 million.

Further information

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