

**OVER 40% OF ADVISERS THINK
EQUITY RELEASE IS THE NEXT BIG THING,
MORE LOOK TO QUALIFY IN 2008**

Monday 21 January 2008

A new survey of IFAs reveals 41% think equity release is the next big thing and over 70% have not ruled out entering the market with over 14% intending to become qualified this year.

The survey, conducted in the last quarter of 2007, on behalf of specialist Equity Release provider Stonehaven across all IFAs, shows a warming of attitudes to equity release.

Tellingly, over 60% of survey respondents' had client bases where more than half of all clients were over the age of 55. A quarter of respondents rated demand for equity release as 'medium', with 4% rating demand for equity release as high.

The survey timing co-incided with a slow down in the lending market, signalling a more beneficial time for IFAs to look at equity release an alternative income stream to mainstream mortgages.

Commenting on the findings Jayne Almond, Chief Executive of Stonehaven Equity Release said:

"The survey reveals a 'warming up' of the sector among IFAs as their client base grows in age. This factor, combined with the impact of the sub-prime crisis on the lending market means more IFAs will look to equity release in 2008.

"We forecast several contributing market forces will propel growth in equity release sector this year. We expect to see increasing numbers of IFAs seek to become qualified to sell equity release products, and this independent survey certainly backs this up"

Ends

About Stonehaven

Stonehaven – headquartered in London - is led by CEO and founder, Jayne Almond, the former Managing Director of Barclays/Woolwich mortgage business. Jayne's highly experienced senior management team includes Sales and Marketing Director, Georgina Smith, the former brand Director for Orange; CFO, John Pemberton, formerly of Prudential; and Bob Avery formerly of Lloyds TSB. The 20-strong Stonehaven team also

includes a dedicated adviser support team, a bespoke underwriting team, and a team focused solely on mortgage processing.

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