

## **KRS ANNOUNCE CARE FEES PLANNING SERVICE**

### **Dilnot Report published as KRS launch new service with live-in care specialists Helping Hands**

**July, 20, 2011** - Equity release adviser Key Retirement Solutions is to launch a care fees planning service. The new service will launch with live-in care specialists Helping Hands.

The service, which is set to launch in September, aims to ensure those needing care and their families receive the right advice and guidance before they start paying for domiciliary care.

Key's Care Fees Planning Specialists will examine firstly whether clients are receiving all State and Local Authority entitlements. Then, following a review of existing income and capital, will then explore with clients further options including maximising investments, equity release, and immediate needs annuities.

Key's Estate Planning team will also provide will writing services and can arrange Lasting Power of Attorneys for clients and their families, which are an essential part of planning for care.

Key Retirement Solutions began working with Helping Hands in April 2010 to look at what advice and guidance those receiving care and their families needed. This was well ahead of the Dilnot Report, which has proposed a £35,000 cap on individual contributions to care costs.

However Key Retirement and Helping Hands stress the Dilnot Report makes clear the recommendation that individuals in residential care will still have to pay an amount for accommodation and food of between £7,000 and £10,000 meaning that care in the home where practical will continue to grow at pace whether by choice or economics.

Dean Mirfin, Group Director at Key Retirement Solutions ([www.keyrs.co.uk](http://www.keyrs.co.uk)), said: "The Dilnot Report has turned the spotlight on long-term care and made a welcome start but we, and those receiving care, cannot wait for legislation. Families and people receiving care need help now which is why this service is crucial.

"The service is about providing information and choice at an important time, and is relevant for those about to be, or who are already, receiving care."

Lindsey Edgehill, Helping Hands Marketing Director, said: "The right advice and guidance is critical and the funding of long term care is a significant consideration for everyone affected.

"People need a path through the complexities of care fees planning and legal considerations at what is a tough time and our partnership is aimed at addressing this issue."

The care fees planning service will offer a free initial consultation and provide a full report outlining all options which may involve offering equity release.

Anyone looking to release equity from their home can get Key Retirement Solutions' independent guide to equity release by calling **0800 531 6010** or visiting <https://www.keyrs.co.uk/free-guide>. Anyone interested in live-in care can call Helping Hands on **0808 180 9455** or go to <http://www.helpinghands.co.uk/>

## **Notes to Editors**

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### **About Key Retirement Solutions**

Founded in 1998 Key Retirement Solutions is the leading independent adviser specialising in equity release. Key Retirement Solutions is a limited company registered in England No 2457440 with its Head Office at Key Retirement Solutions, Harbour House, Portway, Preston, Lancashire, PR2 2PR. Key Retirement Solutions is authorised and regulated by the Financial Services Authority.

### **About Helping Hands**

Helping Hands Homecare is a leading provider of live-in care and support across England and Wales. A family run business, Helping Hands has over 20 years of expertise in the care market.

Rated 'Excellent' by the Care Quality Commission, Helping Hands has directly employed, highly trained carers who offer complete peace of mind through 24 hour one to one support in the client's own home.

Helping Hands adopts a person-centred approach, providing bespoke care support for those who want to stay in their own home.

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