



## MEDIA RELEASE

### Homesafe Wealth Release Unveils New TV Campaign Featuring Real Customer Stories

9 December 2024 – Homesafe Wealth Release is proud to announce the launch of its latest TV campaign, showcasing real-life customer testimonials that highlight the life-changing benefits of its unique, debt-free equity release solution.

Since 2005, Homesafe has enabled thousands of older Australians to access the wealth in their homes without taking on debt, offering a popular alternative to reverse mortgages. This new campaign features four satisfied customers sharing their personal stories about how Homesafe has helped them enjoy a more secure and fulfilling retirement.

With the creative management and technical production by The Faith Agency and Burninghouse, the ads were filmed at each customer's home, showcasing testimonials that highlight the peace of mind and financial freedom Homesafe offers—delivering a powerful message to Australians over 60 seeking innovative retirement funding solutions.

"We are thrilled to launch our new TV campaign, which reflects the trust and satisfaction our customers have in Homesafe," said Dianne Shepherd, Managing Director of Homesafe Wealth Release. "These testimonials provide a genuine insight into the positive impact Homesafe has had on so many lives, and we are grateful to our customers for sharing their experiences."



This campaign marks a significant milestone as Homesafe continues to refresh its brand to better connect with its audience. Alongside the TV ads, Homesafe will also release shorter and long-form videos on digital platforms, ensuring these stories reach a wide audience. The campaign will be supported by a comprehensive media strategy encompassing TV, radio, and social media, managed by Nunn Media.

Homesafe's innovative approach to equity release has been helping Australians for nearly two decades, and this new campaign is a testament to the ongoing trust and satisfaction of its customers.

The campaign launches this week across multiple platforms, offering a fresh perspective on the solutions available to older homeowners seeking financial independence.

**About Homesafe Solutions Pty Ltd**

Homesafe Solutions Pty Ltd is the provider of Homesafe Wealth Release®. Established in 2005, Homesafe has built a strong reputation for providing a trusted and customer-focused equity release solution, helping thousands of Australians achieve financial security and independence in their retirement years – debt free.

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For more information, please visit [www.homesafe.com.au](http://www.homesafe.com.au)