

Product Information

Target market and fair value statements

Later Life Lending Advice Service

- This document is provided to you to ensure you have the appropriate information available when considering the right advice service for your customers.
- We have illustrated the key features of the service and who it is and is not likely to be suitable for. This includes characteristics of consumer vulnerability.
- Responsible Life are committed to ensuring our service provides customers with consistently good outcomes and allow them to pursue their financial objectives.
- Under the definitions set out by the Consumer Duty, Responsible Life are Distributors & Manufacturers.
- We are a partnership organisation. Our registered trading styles can be viewed on the FCA register.

Product Description

- Our product is a Later Life Lending Advice Service.
- It is aimed at homeowners aged 55 and over who are seeking to release equity from their property.
- As part of our service, we will consider all available lending options, as well as other non-borrowing solutions for our customers.
- We will not recommend a borrowing solution to a customer if we do not believe a suitable borrowing recommendation can be made.
- We charge a fee not exceeding £1,890 for this service and this is only payable on completion of a secured mortgage.
- We do not advise on Home Reversion plans.

Our Target Market Statement

Our service is likely to be appropriate for

The target market for our product is typically homeowners who fit the following segments. Those looking to:

Enhance retirement finances by releasing equity tied up in their home – these customers will typically be looking to ‘top up’ state or personal pension schemes to enjoy a better standard of living in retirement.

Repay existing borrowing, including interest-only mortgages approaching end of term with no repayment vehicle in place.

Gift to family and friends for a range of reasons including helping children get onto the property ladder, or as part of a considered Financial Planning strategy.

Aspire to do the things they have always wanted to do, be that a dream holiday, home improvements or a luxury purchase.

Our service is unlikely to be appropriate for

Due to the nature and restrictions of the product it may not be appropriate for the following customer segments.

- Homeowners younger than 55 years old.
- Customers who do not own their own home.
- Homeowners who are seeking a short term or unsecured solution to their borrowing needs.
- Homeowners who have significant savings or assets which are not clearly earmarked or part of a considered Financial Planning strategy.

Product Recommendations

Our service is designed for homeowners over the age of 55 who wish to release equity in the form of secured borrowing against their property. If our advice team can make a suitable recommendation, it will likely be in the form of one of the following:

Lifetime Mortgage

- We will only recommend products approved by the Equity Release Council.
- Products will be sourced using our internal product sourcing tool.
- All products will come with a no-negative equity guarantee.
- Products will typically have interest rates fixed for life and will come with the option to make flexible interest repayments.
- Products will impact the value of the customer's estate and may impact their eligibility for means-tested benefits.

Retirement Interest-Only Mortgage*

- Products will be sourced using an external product panel, through sourcing platform 27 Tech.
- Products will be subject to lender affordability criteria.
- Products will require mandatory monthly repayments and carry the risk of repossession if these are not maintained.

Residential Mortgage

- Products will be sourced using an external product panel, through sourcing platform 27 Tech.
- Products will be subject to lender affordability criteria.
- Products will require mandatory monthly repayments and carry the risk of repossession if these are not maintained.





Not Suitable to Borrow


- Our advisers will conduct a full and detailed review of customer circumstances, including income and expenditure, prior to making a recommendation.
- If the adviser does not believe the customer should be borrowing at this time, they will not recommend a product.

*Customers introduced to Responsible Life by Money.co.uk will not be offered these products. If a Lifetime Mortgage cannot be recommended, no recommendation will be made.

Ensuring Fair Value

We have undertaken a thorough and detailed assessment of our product ranges to ensure they offer fair value to our customers.

Area	Criteria	Outcomes	Fair Value
Pricing	<p>Assessment of overall cost to the consumer</p> <p>Assessment against competitors</p>	<p>We have carried out assessments of the time and cost of providing holistic Later Life Lending advice to our customers and have found the fees we charge to be reasonable.</p> <p>We have spent time reviewing the product information of providers whose products we may recommend and will refrain from recommending any products we do not believe represent fair value to our customers.</p> <p>We believe our fees and charges are comparable to those charged by competitors, but we will continue to actively monitor this and make changes where we believe they are needed.</p>	
Benefits	<p>Assessment of the benefits and features of the products against the intended target market</p>	<p>We believe the range of products we can recommend to our customers, whether they are Lifetime Mortgages, Retirement Interest-Only Mortgages or Residential Mortgages, carry features and benefits aligned to the needs of our target market.</p> <p>We ensure that product benefits and features are aligned to the specific needs of our customers by undertaking detailed Fact Find and Know Your Customer activity prior to making a recommendation.</p>	
Utility	<p>Assessment of the product utility against its intended uses</p>	<p>We are confident from customer feedback and data that our recommendations are being used by customers for their intended use.</p> <p>We know from sample monitoring that features such as drawdown, flexible interest repayment and cashback are well utilised by our customers.</p> <p>Our research indicates that customers do not generally repay their mortgage early unless as part of an agreed strategy with their adviser.</p>	
Customer support and understanding	<p>Assessment of the standard of support offered by our internal teams including complaints, SLAs etc</p>	<p>Through assessment of customer satisfaction, complaint levels and feedback, we are confident that customers receive high levels of support throughout their journey with us.</p>	

Area	Criteria	Outcomes	Fair Value
Other Associated costs	Assessment of open and associated other costs to the consumer, legal fees, servicing etc	We have assessed the associated costs, including legal advice fees, and believe these represent fair value to our customers. We openly disclose these costs to the customer to ensure they understand how they impact the overall cost to them.	

Customer Vulnerability

Supporting customers with characteristics of vulnerability

At Responsible Life, we recognise that our target market is made up of customers in their later lives and, as a result, are more likely to display characteristics of vulnerability. We understand that vulnerability is transient and may present at any point during the customer's relationship with us.

In particular, we recognise that due to the age profile of our intended customers there are certain types of vulnerability that are likely to be more prevalent, including:

- Life events – such as death of a partner or spouse.
- Financial difficulty – customers who may be vulnerable due to their financial circumstances.
- Resilience – customers who may struggle to understand complex financial products.
- Coercion – customers who may be susceptible to fraud or scams.

How we support our customers

We have introduced several methods for identifying and supporting customer vulnerability, namely:

- All our staff are trained to identify and manage customer vulnerability both when they start with us and on an ongoing annual basis.
- Vulnerability is specifically considered at three different stages during the customer's journey with us: with our Information Centre, during their Fact Find process with our adviser, and by our independent Quality Assurance Team.
- We monitor vulnerable customer MI to identify themes and trends and introduce learning back into the business to continuously improve.
- We signpost customers to supporting organisations where we believe it is beneficial to the customer for us to do so.
- We carry out a post-sale check-in with customers one month after completion, with a further follow-up at 13 months. Where appropriate, additional contact may be made based on individual customer needs and circumstances.
- We are also establishing closer working relationships with product providers to ensure customers, particularly those with characteristics of vulnerability, are supported both at the point of sale and throughout the life of the product.

Our Support

At Responsible Life, we are here to help you ensure your customers always receive good outcomes. If you have any questions on the content of this Product Information Guide, please do not hesitate to contact our Compliance Team on complianceteam@responsible.co.uk.