







Bear in mind...

- Today is not formal 'advice'
- It is an <u>overview</u> in my own words of the key issues
- Consumer Duty and Product Governance are very closely linked
- Please take up whatever professional help you need to ensure your business remains compliant
- BIBA fair value assessment framework, events and new edition of the Compliance Manual









FCA are asking

- 1. Are you satisfied your products and services are well designed and perform as expected?
- 2. Do they have features that could harm vulnerable customers? How do you communicate with them and are these effective? Is your customer support meeting their needs?
- 3. What action have you taken as a result of your fair value assessments?
- 4. What data, MI and other intelligence are you using?
- 5. How are you testing the effectiveness of your communications? How are you acting on these results?
- 6. How good is your post-sale support?
- 7. Do individuals understand their role and responsibility?
- 8. Have you identified the key risks to your ability to deliver good outcomes and sorted them?









Price and Value

- Fail to show that products offer fair value some firms have relied solely on an assessment of similar product offerings in a market this alone does not prove that the customer is getting a good deal. In addition, no qualitative reasoning outlining why a firm considers that its product offers fair value
- Unable to justify what they provide for the remuneration they receive. We expect firms to be able to explain their remuneration practices and how they are proportionate to the work they do
- Add fees along the distribution chain that might mean the overall cost to the end consumer does not represent fair value. This is likely to be particularly relevant where there are long or complex distribution chains with multiple fees added by multiple parties
- Charge customers for a service they are not benefiting from
- Fail to share sufficient information to enable other firms in the distribution chain to properly assess value to the end customer
- Understand what has to be done where it considers a product does not provide fair value



Sheldon Mills 20th Feb 2024 You do need to get it all done by July but if you are struggling with the order, ask: Which products or services are likely to cause the greatest harm? Where is the most work needed? This, rather than if a product is open or closed, should be the key factor – particularly once the July deadline has passed. This is where your board report will be key: it will be used to assess and evidence how firms have

 This is where your board report will be key: it will be used to assess and evidence how firms have provided good outcomes for consumers under the Duty - the first one will be due by the end of July



31 July 2024 board report							
Handbook Publications C Consultation papers, Discussion papers, Policy statements D Derivations & destinations	PRIN 2A.8.4 R 31/07/2023	 At least annually, the governing body of a <i>firm</i> must: (1) review and approve the <i>firm</i>'s report on the outcomes being received by <i>retail customers</i>; (2) confirm whether it is satisfied that the firm is complying with its obligations under <i>Principle</i> 12 and <i>PRIN</i> 24; and (3) assess whether the <i>firm</i>'s future business strategy is consistent with its obligations 					
	PRIN 2A.8.5 R 31/07/2023	under <i>Principle</i> 12 and <i>PRIN 2A</i> . When approving the <i>firm</i> 's report under <i>PRIN 2A.8.4R(1)</i> , the governing body of the <i>firm</i> must also agree: (1) any action required to address any identified risk that <i>retail customers</i> may not receive good outcomes;					
		 (2) any action required to address any identified instance where <i>retail customers</i> have not received good outcomes; and (3) any amendments to the <i>firm</i>'s business strategy to ensure that it remains consistent with meeting the <i>firm</i>'s obligations under <i>Principle</i> 12 and <i>PRIN</i> 2A. 					







- "We have too long a value chain, that value chain is probably too complicated, and all along that value chain there are administration costs, there is profit to be made, there is brokerage being taken," WTW
- "There are too many areas where we have expenses that are not justifiable - for every \$1 the customer pays 40 cents and doesn't know what for...we have to reduce [expenses] by at least half, or even more." Swiss Re
- British American Tobacco "too much leakage of <u>our</u> premium along the way"

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	23 February 2024
Protection, we implemented fair value rules (were further strengthened and introduced act part of the Consumer Duty. As consumers act he current cost of living crisis, the fairness o and services and the value they offer is more	ross all products we regulate as ross the country are affected by f the price of financial products
In March 2023, we began a thematic review a	

Review

- 28 manufacturers
- 39 distributors
- Home, motor, travel, pet, health cash plans and private medical insurance
- Commercial insurances sold to SMEs
- Whole of life, over 50s, term assurance, critical illness and income protection
- Product oversight and governance
- Product reviews and FVAs







ONEROUS Issues

- What value do the distribution arrangements provide to the end customer and what does each party in the chain do to enhance value?
- Are such arrangements unnecessarily complex which might mean customers are at greater risk of not receiving fair value?
- Firms must not use a distribution channel unless it results in demonstrable fair value and regular reviews now needed
- · Commercial business is included





Commissions?

- · Brokers need to justify their earnings
- Are refunds made to clients when you have done less work than you expected to do?
- Hidden service level agreements, opaque payments and increased premiums do you earn more?
- Truly acting as agent of your customer under the Law of Agency means secret profits cannot be made
- Insurers should assess what a fair commission is in conjunction with what brokers have said re the work they do and brokers need to have worked out their time/value/expenses/costs, etc









1	Transparency. When setting out any cost for paying by monthly instalments, insurers should provide a clear comparison of the total cost of paying annually and the total cost of paying monthly. Insurers should also publish up-to-date, clear information about their common or average premium finance charges.	0
2	Affordability. When deciding on their premium finance offering to customers, insurers should have regard to the fact that many consumers cannot afford to pay for their insurance up front, in one lump sum and so charges for paying by monthly instalments can fall hardest on those who can least afford it.	pi in cr
3	Fair value. Insurers must ensure that costs associated with monthly instalments represent fair value. As part of this, insurers should consider how any income from premium finance compares to their income on the core premium.	L
4	Proportionality. Insurers should ensure that charges are reasonable, relative to the costs of providing premium finance for monthly payments. Insurers should also consider charges relative to comparable and accessible alternative payment options, such as a credit card.	m 2
5	Governance and Accountability. Insurers must regularly review the cost to customers of premium finance, using suitable information or data to ensure any charges remain appropriate. They should ensure the right level of senior management accountability for their approach taken on premium finance charges and its impact on consumers.	



atest figures highlight that the average price for motor insurance rose by 25% over 2023, as ers continue to battle rising costs, and provide etitively priced motor insurance.

est News

out of five people unaware of common or insurance scam

2024













What's been said?

- · Needs of LH not considered in product design
- Premiums up 56% + broker pay up 46% (dominated by the big brokers) and costs had not increased at the same rate
- Brokers placing on basis of remuneration only
- Brokers were often unable to articulate what insurance related services or benefits of value were provided by the parties receiving shared commissions
- Inadequate evidence to show brokers deliver fair value (due to deficiencies in their product value assessment work, shortcomings in their recording and analysis of their own costs) and insufficient scrutiny of the commissions they pay to others







<u> A</u>		FIRST - TIER TRIBUNAL PROPERTY CHAMBER (RESIDENTIAL PROPERTY)
Case Reference	:	MAN/00BY/LSC/2017/0099
Property	:	1-80 Hollin Bank Court Blackburn BB2 4GY
Applicant	:	Sophie Sacofsky
Representative	:	Mr Brian White
Respondent Representative	:	RMB 102 Ltd Mr Jonathan Upton, Counsel
Kepresentative	:	mr Jonathan Opton, Counsei
Type of Application	:	Landlord and Tenant Act 1985 – s27A & S2OC, & Para 5A Sched. 11 Commonhold Leasehold Reform Act 2002

LHs were ripped off

- First-Tier Tribunal Property Chamber (17 May) where Gallagher provided advice to a FH to enable them to overcharge LHs by 145% and use a captive in order to maximise their income
- "In short, we do not find that the Tribunal was presented with the evidence required to show that the premiums charged were reasonable and not artificially inflated by the connected nature of the various parties or the adoption of a portfolio insurance approach... As it stands, the Tribunal has not been presented with one item of documentary evidence to suggest that the insurance premiums for the building are competitive"



















Information required	Where can I find this information?
Summary of cover	
Name of the insurance undertaking	Policy Wording or Summary
Regulatory status	Policy Wording or Summary
Type of insurance	Policy Wording or Summary
Main risks insured	Policy Wording or Policy Wording or
Summary of excluded risks	Summary
 in the case of a flat, the amount for which the building containing it is insured under the policy and, if specified in the policy, the amount for which the flat is insured under it; and in the case of a dwelling other than a flat (for example, an individual house insured under the policy), the amount for which the dwelling is insured under the policy 	Policy Schedule
Any excess payable in the event of a claim	Policy Wording or Schedule
The term duration of the policy	Policy Schedule
The policy start and end dates	Policy Schedule
Exclusions where claims cannot be made	Policy Wording or Schedule
Significant features and benefits	Policy Wording or Summary
Pricing information	
Total premium for the policy and include: A breakdown of the premium at:	Policy Schedule*
The amount of insurance premium tax payable	Policy Schedule
	Not applicable

REMUNERATI ON INFORMATION NB. Contingent commissions, where included, are subject to us meeting certain business criteria with the insurer/s concerned	Commission received by our firm (& associates) Contingent commissions (estimated) Fees added by our firm (& associates) TOTAL INCOME received by us (& associates) The amount received by the [e.g. Freeholder, Property Managing Agent] for placing this insurance business through us	£ £ £ £			
PLACEMENT INFORMATION	We obtained # alternative quotations from the selected insurance undertaking and # from other insurance undertakings when considering this policy. ('Insurance undertakings' may be insurers, intermediaries and/or wholesalers)				
The reason for recommending the selected policy and why it is considered consistent with the interests of both the customer and the leaseholders	[e.g. statement of how the particular policy selected meets the cover requirements taking into account terms and exclusions, service levels and ecost]				
CONFLICTS OF INTEREST INFORMATION	e have acted as agent of the g 10% or more of voting rights in hold shares representing 10%				





Questions asked?

- If a broker asked the freeholder for details of leaseholders and then distributed the disclosure information direct, would this justify <u>increased</u> commission?
- Data Protection issues legitimate?
- Does the amount of additional work that is needed to complete FVAs annually count towards the 'service' that is being provided to the end customer?
- Think about your values, culture and behaviour and the reason for these rules



