

# JUST.

## NEWS RELEASE

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### **SOLLA and Just Group combine expertise to launch new interactive training module for advisers working with vulnerable consumers**

**SOLLA** and **Just Group** have joined forces to develop a comprehensive interactive training module for financial intermediaries on identifying and working with vulnerable clients and their families.

The Older and Vulnerable Consumer Care Training Tool is the first training and development module for financial advisers specifically focused on vulnerability, an issue coming under increasing scrutiny by the Financial Conduct Authority.

It has been created to give advisers an in-depth understanding of what constitutes vulnerability, how to identify when someone may be vulnerable, and changing working practices to ensure firms can deliver extra care and support for clients when it is needed.

The tool is interactive, combining key information and exercises to ensure understanding of the major issues. It offers the Certificate in Older and Vulnerable Consumer Care for successful completion which provides a record for relevant CPD and training.

SOLLA – the Society of Later Life Advisers – has more than a decade raising the standards of professional advice in later life and acting as a source of technical excellence for its accredited advisers. The training tool has already been recognised and short-listed in the Innovating for Ageing competition established by the International Longevity Centre UK and Just Group, that aims to identify innovative solutions to common problems of ageing.

**Tish Hanifan, SOLLA's founder and joint chairman**, said: "The launch of this comprehensive training tool is timely given the increasing pressure on advisers and firms to ensure they can show their vulnerable clients are identified and dealt with fairly.

"Longer lives mean more older people are engaging with financial services and this tool helps advisers and firms build the specialist skill sets and have the processes to meet their needs. This is a huge and complex subject and it is important Just Group has recognised advisers need support and is working with us."

**Stephen Lowe, group communications director at Just Group**, said: "SOLLA has the independence, impartiality and expertise crucial to creating a practical, powerful and credible training tool so we are delighted to be working alongside them for the ultimate benefit of advisers and their clients.

"This year the FCA is set to further ratchet up its work in the area of vulnerability as part of its focus on consumer protection. Advisers and firms need to be preparing now for the changes that are to come and this tool developed by SOLLA is a leap forward in the support available to them."

## Enquiries

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### Notes to Editors:

#### About Just

Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage over £15 billion of customers' retirement savings and has helped customers release over £3.5 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

#### Marketed Products:

- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life and flexible pension plans offering customers the options to blend secured and unsecured income;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

#### Professional services:

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

Developed through the use of its specialist underwriting systems, Just boasts unrivalled intellectual property ("IP") which provides it with competitive advantage in the markets in which it operates. We utilise this IP, alongside a capital efficient business model, to develop products and services to provide customers with better outcomes and to drive profitable growth.

Our scalable and responsive operating systems allow us to provide automated underwriting for the vast majority of cases, giving financial intermediaries confidence that they can rapidly get real-time guaranteed prices for their clients. This commitment to helping customers is reflected in our proud record of awards for innovation and service.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

#### About Solla

SOLLA was established in 2008 as a not for profit organisation dedicated to higher standards and accessibility to regulated financial advice for older people and their families. There are no shareholders and any profit is used to sustain the Society and its objectives.

The Society of Later Life Advisers is committed to:

- Promoting and raising awareness amongst people, their families and professional advisers of financial issues faced in retirement and later life
- Building relationships with statutory and voluntary agencies, charities, housing and social care providers, financial services firms and those organisations who are involved in the financial wellbeing of those in later life
- Raising the standards of practice of those engaged in advising older people by promoting the highest levels of professionalism in financial advice
- Identifying and developing best practice by the provision of high quality training and the distribution of the latest information and know how in later life issues
- Acting as a source of technical excellence for later life advisers
- Actively inputting into legislative and policy changes and contributing to debates on policy