



Adviser demand for vulnerability support strong as Just Group training hits 15,000 completions

- Consumer Vulnerability in Later Life training from Just Group and SOLLA launched in 2019
- Training completed 15,000 times amid strong intermediary demand for vulnerability support
- 2023 content update incorporates FCA expectations concerning vulnerability and Consumer Duty

The **Consumer Vulnerability in Later Life** training has now reached 15,000 completions evidencing the continued strong demand from financial advisers, paraplanners and other colleagues to improve their knowledge and capability to work with vulnerable customers.

The free to use, interactive digital training was launched by **Just Group** and **SOLLA** in 2019 to equip financial advisers, paraplanners and other colleagues in advice firms with the tools and insight needed to support vulnerable customers.

Demand for the training has increased since it was first launched, as first the pandemic and then the cost of living crisis has raised the profile of vulnerable customers and emphasised the advice community's responsibility to ensure the fair treatment of these customers.

This strong demand for the training is reflected in the high take-up which has now been completed 15,000 times by the advice community.

The training has been updated each year to reflect guidance around the pandemic, cost of living crisis and more recently, FCA direction. The latest update was launched in May 2023 to incorporate expectations from the FCA around vulnerability and Consumer Duty, as well as a general refresh of imagery and new helpful resource links.

Stephen Lowe, group communications director at retirement specialist Just Group, said: "The advice community has worked hard to help its clients through the difficulties many people have experienced over the past few years. They have had to deal with an unprecedented global pandemic which brought with it restrictions and macroeconomic impacts. This was followed by a cost of living crisis and significant market turbulence.

"People can be vulnerable for many reasons and events like these bring added pressures which can trigger vulnerability. It emphasises the importance of treating customers fairly and this requires identifying and supporting those with characteristics of vulnerability.

"We created the Consumer Vulnerability in Later Life training with content provided by SOLLA to keep intermediaries updated on the latest guidance in the sector. We provide them with relevant tools and insight to build and maintain effective strategies for helping vulnerable customers. It's great to see so many in the advice community benefiting from the training."

ENDS

Enquiries

Media

Stephen Lowe, Group Communications Director

Lucy Grubb, Head of Media & PR

Telephone: +44 (0) 1737 827 301
press.office@wearejust.co.uk

Temple Bar Advisory

Alex Child-Villiers
William Barker
Sam Livingstone

Telephone: +44 (0) 20 7183 1190

Notes to Editors

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- Individually underwritten retirement income products delivering a guaranteed income for life;
- 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.

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- 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
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