[Insert firm name here]

Fair Value Assessment

[Insert service description e.g. Individual pensions advice here]

Summary of Fair Value Assessment
[Insert summary of your assessment findings]

Target market statement:	[Insert service description e.g. individual pensions advice here]
Service description	
Distribution strategy	
Who the service is designed for	
Who the service is not designed for	

The following sections outline how we've assessed our service and the products we recommend against each of the four Consumer Duty outcomes.

Product and Services outcome

- We've assessed the services we offer and are comfortable that they support clients in achieving their long-term financial objectives while mitigating foreseeable harm
- Clear target markets have been defined and through assessment we can evidence that products are being distributed to the right clients
- We monitor client investments to ensure ongoing suitability and performance. We understand changes in asset allocation, as well as economic movements that could have an impact on our clients and are confident that the ongoing governance and controls that are in place are sufficient to protect our clients' investments and to help them grow.

Price and Value outcome

- We are comfortable that provider product charges are fair, reasonable, transparent and offer good value to our clients
- We're clear on all features of the product that our clients pay for and that they are actively being used
- We've assessed our fees and are confident that they allow our clients to achieve long-term growth while offering value for money through the services we provide

Consumer Understanding outcome

– We have [consumer] tested our communications. The results demonstrate that clients understand the purpose of the communication and that most documents are clear and easy to understand
– We have the right steps in place to understand and support vulnerable clients as well as understanding the impact of changes throughout the client life cycle which could see them move to become vulnerable
– Overall, our clients are receiving timely, accurate and accessible communications.

Consumer Support outcome

– We've assessed our ability to provide a consistent and high-quality service to our clients and are confident that it continues to deliver positive outcomes. Evidence of this includes the low level of complaints and the ongoing feedback from our clients.
– Clients can get in touch with us through a variety a channels in line with their preference.
– We provide our clients with support through the entirety of their product life cycle. We have a detailed onboarding process with the right level of information to help the client understand the product they're taking out. Where relevant, we monitor our client's income sustainability and take appropriate action if they go off-track. This helps them achieve the outcomes they're aspiring to.
– We can evidence we have ongoing reviews with our clients where the performance of their pension plans, future outlook and their changing circumstances are discussed.