

F&TRC Press Release

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F&TRC launches Quality Analyser comparison service for Protection

F&TRC, the leading financial services product and proposition research company, today announces its Quality Analyser for Protection comparison service providing feature and function comparisons for Life, Critical Illness and Income Protection has gone live.

A free service for advisers Quality Analyser for Protection can be accessed at www.advisersoftware.com to help them make an informed supplier selection based on individual client needs and priorities.

The new Protection tool covers over 40 different elements of a protection product (including Conversion Options, Guaranteed Insurability, Plan Options, Critical Illness definitions – both ABI and non-ABI, Permanent Disability and many, many more) allowing the adviser to prioritise and weight different features and then create a detailed graphical analysis of the relevant product together with a client facing report summarising the detail of the selected features of those products that score most strongly in the comparison. The adviser has the option to include the insurer's precise policy wordings as part of the client report.

F&TRC has worked in collaboration with the Personal Finance Society (PFS) and the Chartered Insurance Institute (CII) who have accredited its Quality Analyser for Protection to make available a library of structured CPD which advisers can access to grow their knowledge and meet their ongoing training obligations. The protection training allows advisers to choose to receive notifications of the availability of new training content on a weekly basis helping them schedule regular activity

Recognising both the business and CPD benefits of the system, the Personal Finance Society and Society of Mortgage Professionals will be promoting Quality Analyser to help its members investigate the most suitable protection solution to recommend to clients whilst allowing others to effectively maintain their technical knowledge in this core financial planning area. F&TRC will be presenting on how Quality Analyser can help advisers support protection advice at the PFS's six Protection and Mortgage roadshows during June.

Ian McKenna, Managing Director of F&TRC, said: “We are delighted to be able to make software that can compare, Life, Critical Illness and Income Protection products available free of charge to advisers who are members of the Personal Finance Society, Society of Mortgage Professionals and Chartered Insurance Institute. Whilst the mortgage market is in full swing there is evidence that the protection market has only partially recovered. Providing advisers with tools to compare the quality of products and match them to client needs, together with accredited training content should complement advisers existing capabilities to help them deliver the best possible outcomes to consumers. The PFS are doing a great job in delivering more services to their members and we are proud to be working with them.”

Michael Aldridge, Sales Director London & Country Mortgages, said: "F&TRC's Quality Analyser offers an encyclopaedic level of detail on a wide range of protection products, including life cover, CI and IP. The format is easy to navigate and information is clearly displayed to allow quick and detailed comparisons. It is a great tool for a protection adviser to have at their disposal."

Keith Richards, Chief Executive of the Personal Finance Society and Society of Mortgage Professionals commented: “The need for protection advice has never been greater and both the investment and mortgage advice professions have an opportunity to change historical trends aided by the efficiencies of technology. Clients and their dependants must not be left exposed or disserved by ignoring protection and therefore the importance of effective financial planning advice is more paramount than ever and a priority within most clients’ hierarchy of needs.”

Quality Analyser is accessed at www.advisersoftware.com.

Advisers can register for free and start benefiting immediately from the following services including:

- Life, Critical Illness and Income Protection
- Similar services for Mortgage Protection, Family Income Benefit Business Protection and Relevant Life will be launched in the coming weeks

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Notes to Editors

The information contained in F&TRC's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at www.ftrc.co.uk.

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