



The platform for later life
lending professionals

Comprehensive Conversations campaign

Manifesto



The purpose of this document is to create a manifesto underpinning the Comprehensive Conversations campaign, where advisers, lenders, networks and other professionals can commit to offering more options and moving to 'safer tracks'.



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Conversations movement

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The Comprehensive Conversations Movement

Following the introduction of the FCA Consumer Duty as Principle 12 in the FCA Handbook and recent reviews into the UK later life advice sector, advice firms and product providers are re-examining how financial advice and lending products are offered to individuals over the age of 50.

The products that we as lenders, adviser networks, and clubs respectively develop, advise on, or connect on, offer much-needed solutions for many older borrowers and retirees. It's time that we stopped seeing mainstream and later life as two totally discrete markets, and instead, one overall market serving the borrowing needs of customers, reflecting their evolving needs as they move through lifestages.

The best way to ensure that every client or customer has the right products that delivers good outcomes, is to have a comprehensive conversation of their needs which considers a wide range of products, ensuring that limitations in the advisers own breadth of advice services is not a factor in establishing the best outcome for the customer, through more professionals expanding their specialisms to encompass Later Life Advice supplemented by triage and referral services where required.



As UK mortgage professionals:



We will adhere to regulatory and industry guidance from key industry bodies including the FCA, ERC, UK finance, as well as continue to monitor for further guidance and insight from these bodies on how we should best serve customers.



We will provide support and education where possible to support continually enhancing the capabilities within our sector and will stay updated with the most recent education ourselves.



We commit to exploring all the options available to our customers and to expand our advice, product or service offerings where we can. We commit to ensuring that customers have access to advice across a range of suitable products and services; through expanding our advice service, or via product triage and referral systems. Ultimately, all customers over 50 will be able to access advice services which ensure all suitable products are considered to deliver advice on the best product to suit their needs



We will use tools and technology that keep consumer affordability at the heart of our advice processes, and support development of these where possible for others in our industry. We commit to ensuring customers fully understand the costs of meeting their preferences so we can evidence that they have made concrete decisions with full understanding of the products and implications. For example, if they require immediate security of tenure of their home, or have flexibility to modify payments over the term of the product, we will provide full details on how much this may cost over alternatives which do not provide this.



We commit to ensuring that customers have an understanding of non-product related options too, and providing the right advice irrespective of remuneration considerations. In particular, this could include discussions around downsizing, funding via government grants and using other (non-housing equity) assets.



We will create safer tracks for our wider industry to match customer good outcomes and meet regulatory requirements.

For more information on the
Comprehensive Conversations
movement, visit the Air website at:

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outcomes for both you and your clients.

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