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## A TRUSTED PARTNER

**When you refer a client to HUB Financial Solutions,  
you can trust us to look after them.**

### Background

- HUB Financial Solutions is part of Just Group plc.
- We were established in 2006.
- We're solely focused on finding the right financial solutions for people approaching and in retirement.
- We're currently one of the largest brokers of guaranteed income for life solutions in the UK.
- We've helped over 80,000 people decide if equity release is right for them.
- We've enabled our customers to release over £1 billion of equity from their homes.
- We've also provided over 17,000 people with specialist defined benefit pension advice.
- We are regulated by the Financial Conduct Authority.

### HUB Referral Solutions

HUB Referral Solutions, our referral service, covers the following advice areas:

#### Equity release advice

- Comparing the best equity release options from across the whole of the market to find the product that best meets the client's needs.

#### Defined benefit advice

- Offering your clients our free-of-charge triage or abridged advice services, as well as a full advice service where there would be a cost (details on the next page). We'll explain the options available to help deliver the best possible outcome for them.

Visit [hubfinancialsolutions.co.uk/ready-to-refer](https://hubfinancialsolutions.co.uk/ready-to-refer)

# A FOCUS ON CONSUMER DUTY REQUIREMENTS

**Our desire to ensure great client outcomes is at the heart of everything we do.**

## Minimising stress

- We aim to provide greater accessibility by making it easy for clients to communicate with us – however they choose to.
- Our phone lines don't have complicated interactive voice response systems (IVRs), so it's easy for clients to find the person they need to speak to.
- We don't impose maximum call lengths, so our people can take the time they need to ensure clients get what they need.
- We treat people as individuals, always listening to their needs.
- We're happy for referrers to attend client meetings – as long as they've got the client's permission to do so.

## Clear communications

- Just Group is a lifetime corporate member of Plain English Campaign, which means we're strongly committed to clearer customer communications.
- We aim to ensure all our customer facing materials are written in plain English.
- We have key customer-facing items which have been 'crystal marked' for clarity.
- All the steps in our customer journeys are clearly signposted in our documentation.
- We offer alternative format documents for customers who may require larger font, braille or recorded information.

## Supportive client journeys

- We put the emphasis on finding the solution that's right for your client. If a product isn't suitable for your client, we'll always say so.
- There's no obligation on your clients. For equity release advice they'll only be charged if they decide to buy a product and we'll always agree the costs with the client up front. For equity release advice, the advice fee is £1,100. For clients with defined benefits, there'll only be a cost if the client decides to choose our full advice service. For full advice on defined benefits, the costs are 2.5% of the first £500,000 of the transfer value and 1.5% of anything above £500,000 (regardless of whether a transfer is completed or not). Subject to a minimum fee of £3,000 and a maximum fee of £15,000 (no VAT due).
- We actively encourage family involvement wherever appropriate, so clients feel they have the support of their loved ones.
- We proceed at the client's desired pace, so they don't feel rushed or under pressure.

## Highly-trained front line staff

- The people who deliver our services are highly qualified in their areas of specialism:
  - Equity release advisers – CeRER or equivalent, many qualified to a higher level.
  - Defined benefit advisers – level 4 qualified with AF7, AF3 or G60, many with more than one.
- We also provide all our customer-facing staff with comprehensive training on identifying and managing vulnerable customers – with a focus on financial abuse and mental capacity.
- We work with Dementia Friends to deliver specific training on helping customers with dementia.

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# GOVERNANCE

**We have a customer-focused culture and a strong governance framework.**

- Our strategic focus is on enriching customers' lives in retirement.
- This underpins our referral service, where we aim to help clients who don't fit neatly into firms' business models by providing retirement-focused advice and guidance services.
- We are members of the Equity Release Council.

# ADVICE CONTROLS

## Adviser and Manager remuneration:

- strong basic salary
- bonus based on Consumer Duty standards and quality
- no product bias

## Robust advice standards:

- we won't accept execution-only business
- we won't deal with insistent customers

We complete risk-based quality assurance reviews

Independent complaint investigation: all advice complaints investigated by our compliance team

## Equity release advice

Advice framework comprising:

- equity release focused fact find (KYC)
- suitability letter builder
- advice tools
- comprehensive best practice manual

State benefits analysis as part of all equity release advice: eight out of 10 (79%) of those entitled to them failed to claim benefits, and a further 9% were claiming but not claiming the full benefit (HUB Financial Solutions equity release advice customers during 2024)

## Defined benefit advice

Three advice options:

1. Triage: free educational content to help clients decide if financial advice could help
2. Abridged advice: free assessment to understand if the best solution is for the client to stay in their existing scheme or if further advice is needed
3. Full advice: we'll undertake further exploratory work to help recommend the best solution for the client

Available to all clients aged 55 or over and with a defined benefit pension, which they haven't yet started withdrawing from

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## FOR MORE INFORMATION

To refer clients for equity release advice  
call **01737 233 412** or  
visit **[hubfinancialsolutions.co.uk/ready-to-refer](https://hubfinancialsolutions.co.uk/ready-to-refer)**

To refer clients for defined benefit advice  
call **0800 995 6024**, email **[dbrefer@hubpc.co.uk](mailto:dbrefer@hubpc.co.uk)** or  
visit **[hubfinancialsolutions.co.uk/ready-to-refer/defined-benefit](https://hubfinancialsolutions.co.uk/ready-to-refer/defined-benefit)**

Our UK-based team is available Monday to Friday – 9am to 5pm (excluding bank holidays).

Please note, your call may be monitored and recorded, and call charges may apply.

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