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F&TRC PARTNERS WITH PARADIGM TO BUILD BESPOKE QUALITY ANALYSER SYSTEM

- **NEW SYSTEM TO BE BASED ON F&TRC'S EXISTING QUALITY ANALYSER TOOL**

F&TRC has agreed a deal with Paradigm to build the first bespoke version of its Quality Analyser tool for the support group's advisers. The initial stage will see Quality Analyser for Protection tailored for the advisers of Paradigm Protect.

Paradigm's bespoke version, Quality Analyser 'Express', will enable advisers to run a qualitative comparison of protection products in less than 10 clicks, producing a compliant report highlighting the insurers that best match their clients' needs.

In building the bespoke Quality Analyser 'Express' tool F&TRC has worked with Paradigm to identify the product features that are most important to consumers based on their personal circumstances at different stages of their lives and taking into account a range of other considerations, such as marital status and dependants. This will enable advisers to generate quickly a detailed comparison of qualitative features which they can use side by side with price comparisons to recommend the contract that represents the best value rather than just the cheapest. This will produce a detailed report in seconds that the adviser can further personalise to take into account any special circumstances.

The tool will be rolled out to all Paradigm members in due course at no cost to each individual member.

Commenting on the new deal Bob Hunt, CEO of Paradigm Mortgage Services, said:

"We're delighted to be working with F&TRC as the first IFA distribution group to access the 'express' version of Quality Analyser. At Paradigm Protect, we are always looking for ways to support our Partner firms further and we feel this is a great addition to our comprehensive proposition."

Mike Allison, Head of Paradigm Protect, added: “The system provides Paradigm Partners with a quick and easy way to compare insurance providers based on an unparalleled level of information about the quality of their respective products. The comprehensive reports generated deliver a valuable audit trail and justification of the advice given and helps advisers ensure that their business submissions are always fully compliant and well documented.”

Ian McKenna, Director of F&TRC said: “It is widely recognised that protection should be about more than just price. Quality Analyser was designed to help advisers make recommendation about which contracts offered best value. The challenge has been to find a way to be able to create such analysis quickly when there can be a limited amount of time to talk to about protection needs. I am delighted that Paradigm has become the first partner who will be rolling out this advanced version of our system. We believe this will help advisers give better protection advice in a timely fashion and help address the protection gap.”

Adviser firms can access the full ratings and individual provider factsheets free at www.advisersoftware.com together with F&TRC’s Quality Analyser Product & Proposition comparison software.

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Notes to editors

About F&TRC

Established in 1995, the Finance & Technology Research Centre (F&TRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.advisersoftware.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality of their services to consumers
- Bespoke consultancy on any of the above