**Price & Value Assessment**

***Disclaimer:*** *This document is an example of a structure for a Price and Value Assessment for a retailer as the manufacturer of their credit broking service. This has been developed based on the rules and guidance set out in PRIN 2A of the Handbook and the Financial Conduct Authority Finalised Guidance (FG22/5).*

*Lenders will have provided you with manufacturer information on their credit products, as you are a distributor. This template is provided for you to complete in addition to the lender information as you are the manufacturer of the credit broking service you offer. This template is not specific to individual firms and should be modified and adjusted to be appropriate for the service offered by your business.*

*Evolution Funding provides no warranty or representation of the adequacy or fitness for purpose of this document for any specific business or products/services.*

*Dealerships must satisfy themselves that their products and services, distribution strategy and supporting policies, processes (such as price & value policy/process) and communications will meet all the obligations of the Duty.*

**Please note that you are ultimately responsible for meeting all your regulatory obligations, including those under ‘The Consumer Duty’.**

|  |  |
| --- | --- |
| **Product Name** |  |
| **Date of Assessment** |  |
| **Assessed/reviewed by** |  |
| **Approved by** |  |
| **Product Provides Fair Value?** |  |
| **If “No” to the above, what immediate actions are being taken?** | |

**Details of the Product or Service**

|  |  |
| --- | --- |
| **Product/Service Type**  What type of product is this? |  |
| **Product/ Service details** |  |
| **Product/Service Features & Benefits** |  |
| **Are you a co-manufacturer of the product/service?** |  |
| **Target Market** |  |
| **Suitability** |  |
| **Distribution and accessibility** |  |
| **Quality of the product or service** |  |
| **Limitations/risks of the Product or service** |  |
| **Any other factors relevant to the nature of the service, its benefits and risks?** |  |

**Offering Fair Value for Vulnerable Customers**

|  |  |
| --- | --- |
| **Vulnerable customers in the target market** |  |
| **What mitigants are in place?** |  |

**Costs**

|  |  |
| --- | --- |
| **Standard financial costs** |  |
| **Standard non-financial costs** |  |
| **Cost differences linked to distribution channel.** |  |
| **Communication of Costs**  How are these costs communicated to the customer so that they are clearly understood? |  |
| **Expected Total Price** | |

**Operating investment, costs and margin**

|  |  |
| --- | --- |
| **Investment and operating costs** |  |
| **Revenue/margin** |
| **Volume of business** |
| **Any other information** |  |

**Market Comparison**

|  |  |
| --- | --- |
| **Market Position** |  |
| **Pricing, features and benefits of comparable competitor products** |  |
| **Customer research / testing** |  |
| **Anything else relevant for you to demonstrate fair value** |  |

**Overall Assessment Outcome and Rationale**