

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/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

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