FINANCIAL ADVISORY LAUNCH PROGRAMME · BUILD YOUR ADVICE PROCESS AROUND CONSUMER DUTY

Consumer Duty four-outcomes self-check

The four outcomes mapped to each stage of your advice journey.

01 The four outcomes

Consumer Duty runs on these four. Note how each shows up in your firm.

Products and services: are the products you recommend right for your target clients?

Price and value: can you evidence your fees are fair value for what the client gets?

Consumer understanding: is your communication clear enough for an informed decision?

Consumer support: can clients get the help they need, when they need it?

02 Map each outcome to your advice journey

For each stage, note the evidence that shows a good outcome.

Fact-find and onboarding: what evidences that you understood the client?

Recommendation and suitability report: what evidences the outcome was good?

Ongoing service and reviews: what evidences continued value?

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03 Your fair-value case

Write one paragraph evidencing that your fees are fair value under the price-and-value outcome.

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