

Forward financial thinking

## The Mission for 'good' Consumer Outcomes

Tom Hegarty, CEO Simplybiz

Forward financial thinking

REGULATORY  
EXPERTISE

BUSINESS  
SUPPORT

FINANCIAL  
TECHNOLOGY



# The UK Advice Market

**£47,000**

According to the International Longevity Centre (ILC) Report 2017, those who received financial advice were £47,000 better off over 10 years.

**91%**

The percentage of consumers who paid for advice in the last 2 years, say it was fairly or very helpful in helping them manage their money. (Lang Cat)

**9%**

Only 9% of UK adult populations has paid for advice in the last two years. (Lang Cat)

**18.2m**

18.2 million adults in the UK who might need, but haven't received, financial advice. (FCA Financial Lives 2024)

**5,473**

Firms in the UK authorised to provide retail investment advice. This is down 12% over the last two and a half years. (FCA)

**35,742**

Advisers in the UK authorised to provide retail investment advice. This is up 15% over the last two and a half years. (FCA)



## Goal

To *deliver value for shareholders* through profitable growth and future potential revenue streams.

## Purpose

To *elevate the value of financial advice* in the UK, while giving consumers a wide *choice of options*.

## Mission

To *empower financial advisers and advice businesses*, by providing unparalleled regulatory support, business support and technology solutions, ensuring they *deliver optimal outcomes* for their clients.

## Vision

To be *the leading and trusted partner* for intermediaries, recognized for innovation, reliability and excellence in service delivery.



# Consumer Outcomes



# What are “Good” Consumer Outcomes?

## ▪ Subjective

- *Individual client goals*
- *Perceptions of value*
- *Emotional satisfaction*
- *Peace of mind*
- *Trust in advice relationship*

## ▪ Perception

## ▪ Objective

- *Alignment with suitability rules*
- *Tangible financial improvements*
- *Risk appropriateness*
- *Data capture & record keeping*
- *Adherence to Consumer Duty*

## ▪ Demonstration

**Client perception of “great” outcomes v evidence-based delivery**





# Why do outcomes need to be demonstrated?

Low financial  
capability

**6.5 million**

In May 2024, 6.5 million adults (12%) had low financial capability.

Low confidence in  
working with numbers

**10.3 million**

In 2024, 10.3 million adults (19%) reported low confidence in working with numbers in their everyday lives.

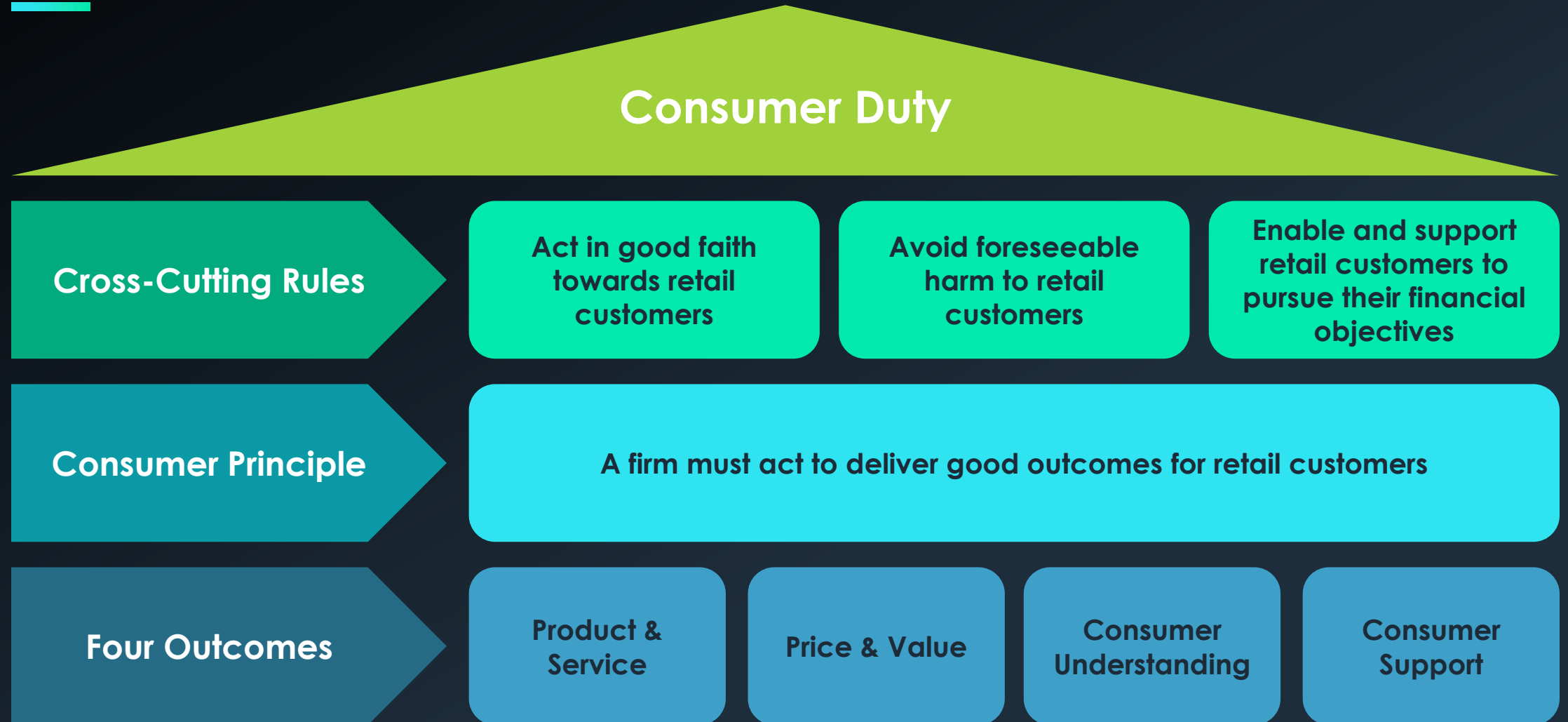
Poor financial  
numeracy

**9.8 million**

In 2024, 9.8 million adults (18%) demonstrated poor financial numeracy



# Consumer Duty





# External Challenges





# External Challenges



## Political

- Government policies
- Political stability
- Tax
- Industry regulations
- Global trade agreements or restrictions



## Economic

- Exchange rates
- Globalisation
- Economic growth / decline
- Inflation
- Interest rates
- Cost of living
- Labour costs
- Consumer spending habits



## Social

- Consumer trends
- Fashions
- Consumer buying habits
- Career attitudes
- Work-life balance
- Population demographics



## Technological

- Innovation
- Disruptive technologies
- Social networking
- Upgrades
- Robotics
- Artificial intelligence
- Security



## Legal

- Employment law
- Common Law
- Local labour law
- Health & safety regulations



## Environmental

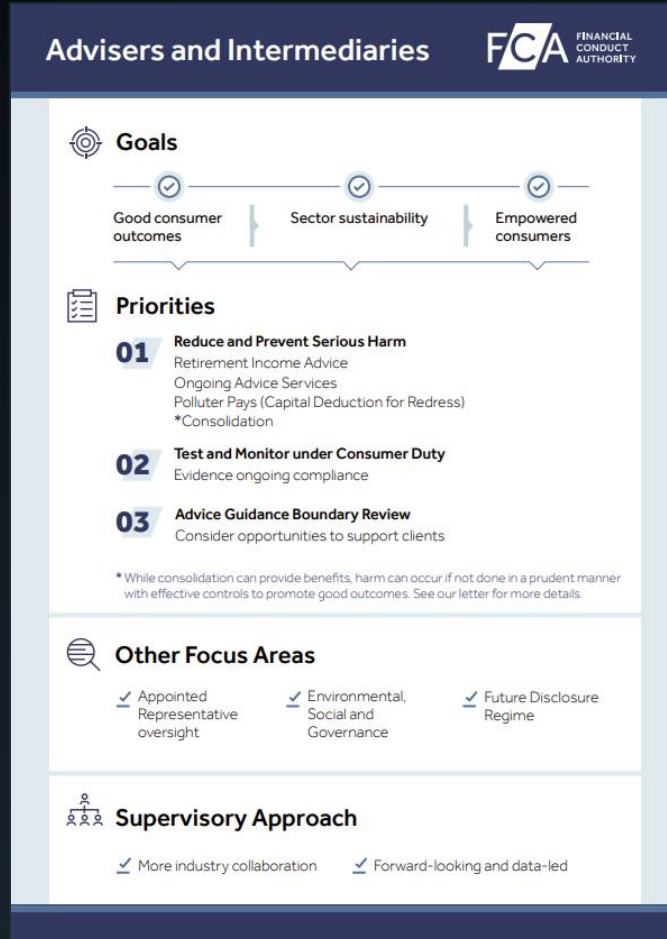
- Environmental restrictions
- Sustainable resources
- ESG
- Ethical sourcing
- Transportation
- Procurement
- Supply chain management
- Future pandemics



# Regulatory Challenges



# FCA Portfolio Letter



## ➤ Goals

- ✓ Good consumer outcomes
- ✓ Sector sustainability
- ✓ Empowered consumers

## ➤ Priorities

- ✓ Reduce & Prevent Serious Harm
- ✓ Test & Monitor under Consumer Duty
- ✓ Advice Guidance Boundary Review

## ➤ Other Focus Areas

- ✓ Appointed Representative Oversight
- ✓ Environmental, Social & Governance
- ✓ Future Disclosure Regime

## ➤ Supervisory Approach

- ✓ More industry collaboration
- ✓ Forward-looking & data-led




# FCA S165 Data Request


**CITYWIRE**  
NEW MODEL  
ADVISER



SUPERVISION | 11 JUN, 2025 26

## FCA to send data request to all 5,000 advice firms

Exclusive: The FCA is to contact advice businesses across the UK with a data request seeking more information on 'business models, service proposition, resourcing and systems and controls'.

 BY **JULIAN BOVILL**

 The FCA is set to contact the UK's 5,000 advice businesses with a request for data to 'identify outliers' in the sector, Citywire New Model Adviser has learned.

  NMA understands the FCA has begun informing some firms that they should expect a data request related to its adviser

## Section 1

- Tell us about those involved in delivering financial advice /planning services to your clients

## Section 2

- Tell us about your active clients

## Section 3

- Tell us about your advice process and controls

## Section 4

- Tell us about your business model and future plans



# Business Challenges





# Business Challenges



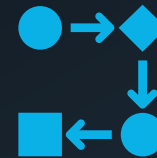
## Financials

- Revenue forecasting
- Cost management
- Profit margin
- Client charging structure
- Value assessment
- Tax returns



## Clients

- Product proposition
- CIP / CRP
- Service agreement
- Client segmentation
- Target market
- Client feedback
- Acquiring new clients
- Dis-engaging clients



## Processes

- Business planning
- Client management
- Data management
- Technology systems
- Artificial intelligence
- Exit planning
- Business continuity



## People

- People management
- Pay & benefits
- Career progression & wellbeing
- Training & development
- Succession planning



# Technology Challenges



# Technology Challenges





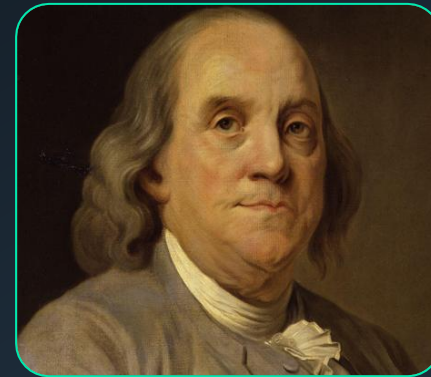
# How to deliver good consumer outcomes

# Proactive Business Planning



“Plans are nothing, but planning is everything”.

Dwight Eisenhower



“If you fail to plan, you are planning to fail”.

Benjamin Franklin







## Business Planning

1. Create a Regulatory Framework
2. Create a Business Management Framework
3. Create a robust Technology Proposition

Business  
Support

Help firms  
manage &  
develop their  
business

Financial  
Technology

Help firms stay at  
the forefront of  
innovation

Regulatory  
Expertise

Help firms deliver  
great client  
outcomes





# Create a Regulatory Framework



# Create a Regulatory Framework

## 1. Governance & Culture

- Senior Managers & Certification Regime (SM&CR)
- Governance structures
- Culture, conduct & values
- Board oversight & MI
- Whistleblowing arrangements

## 2. Client Advice & Suitability

- Know Your Customer (KYC) / Fact-finding
- Suitability reports & justification of advice
- Ongoing suitability reviews
- Vulnerability considerations
- Investment risk profiling
- Attitude to risk v Capacity for loss

## 3. Compliance & Regulatory Reporting

- FCA returns
- Breaches, complaints, and incident reporting
- Regulatory updates and change management
- FCA Handbook adherence
- Policy documentation (E.g. Compliance Manual)

## 4. Consumer Duty & TCF

- Customer-centric product governance
- Value assessments
- Clear, fair, not misleading communications
- Customer outcomes monitoring
- Fair fees and charging structures

## 5. Training and Competence (T&C)

- Annual CPD tracking
- Competency frameworks & assessments
- Qualifications tracking
- Supervision & file checking
- SMCR Certification records



# Create a Regulatory Framework

## 6. Financial Crime & AML

- Anti-Money Laundering (AML) policies
- Client Due Diligence (CDD) / Enhanced Due Diligence (EDD)
- PEP / Sanctions screening
- Fraud prevention
- Suspicious Activity Reports (SARs)

## 7. Operations, Technology & Cyber Security

- Business Continuity Planning (BCP)
- IT & cyber security controls
- Outsourcing oversight
- Data Protection (GDPR alignment)
- Record-keeping & retention policies

## 8. Marketing & Financial Promotions

- Approval of financial promotions
- Social media & digital marketing oversight
- Target market definition & fair presentation

## 9. Product Governance & Distribution

- Product approval process
- Value assessments
- Distribution strategy oversight
- Ongoing product review
- Consumer Duty alignment

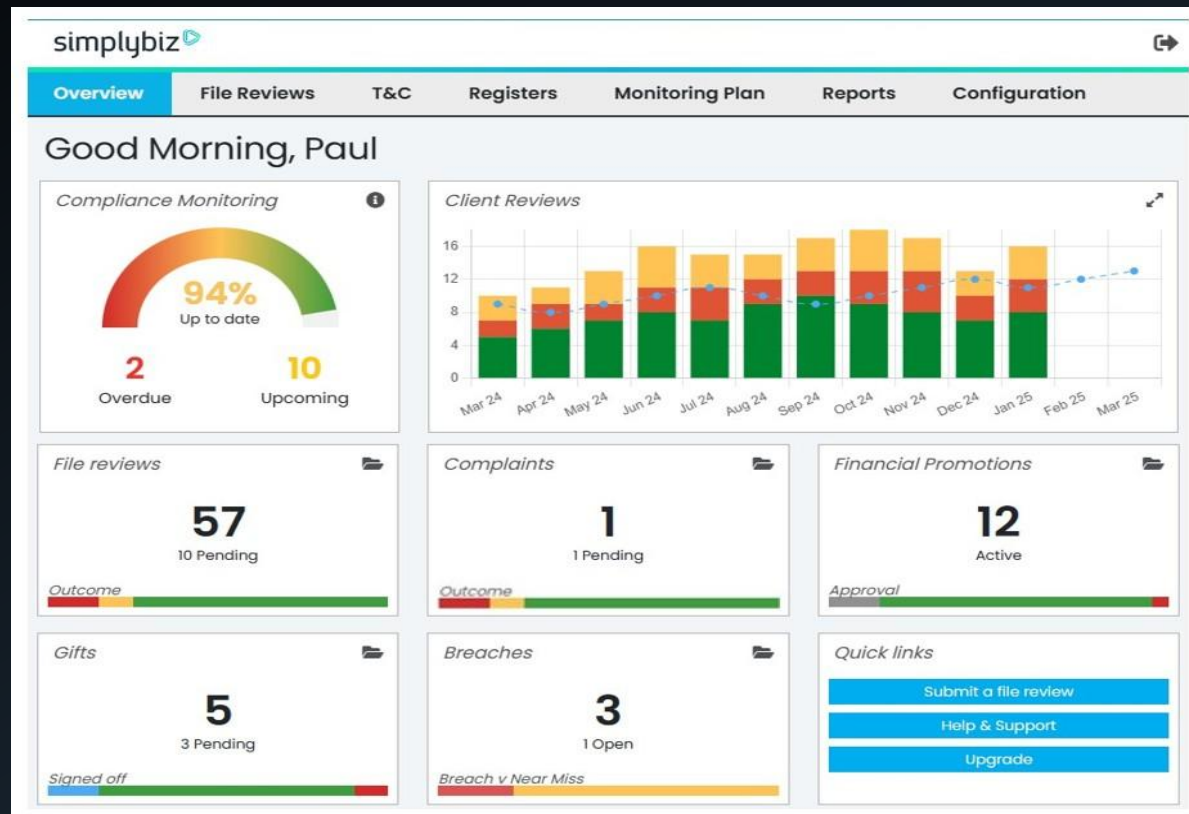
## 10. Complaints Handling & Redress

- Complaints procedures
- Root cause analysis
- Financial Ombudsman Service (FOS) interface
- Client redress / remediation processes



# Digital Compliance Solution

navigator 



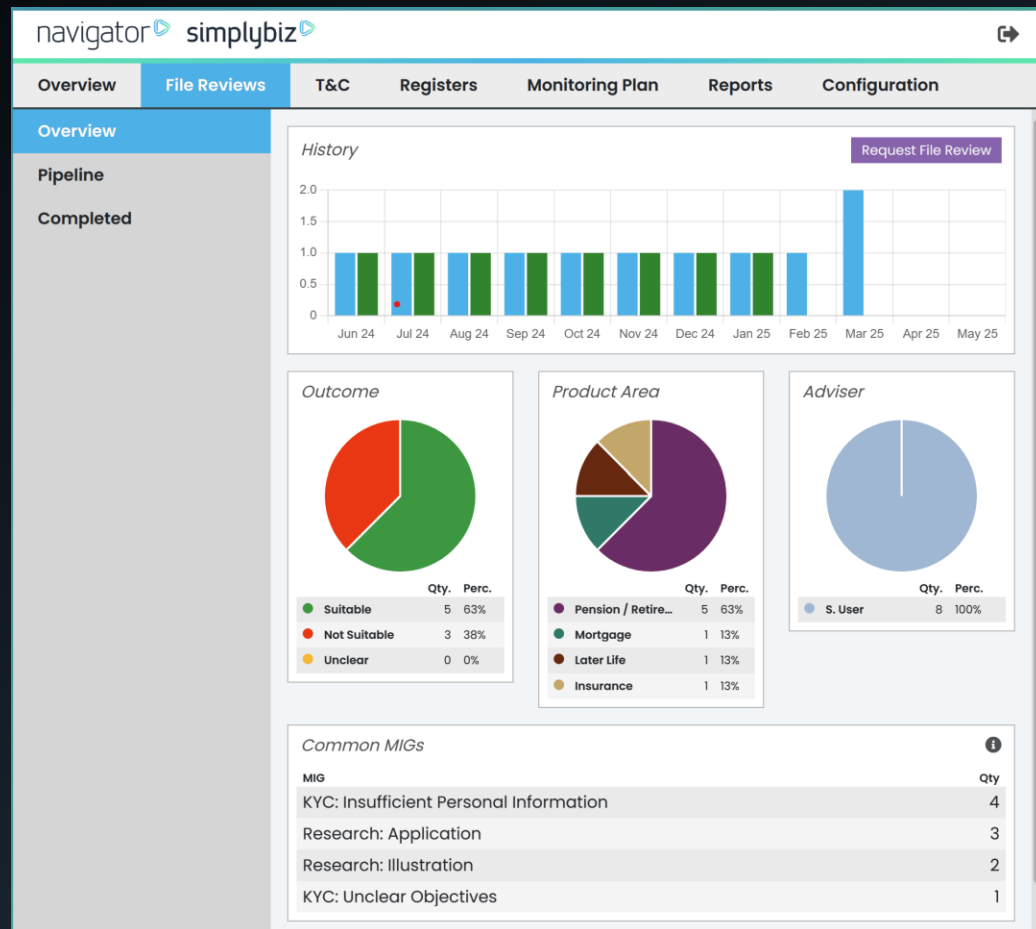
- Central Compliance Hub and dashboard
- Effective risk management
- Efficiency and reduced worry
- Provides key compliance MI
- Designed by Simplybiz Compliance Team
- 5 licences included in Simplybiz membership





# Digital Compliance Solution

navigator 



## Key functionality

- File review activity collated
- Outcomes / grades / trends
- Compliance Monitoring Plan
- Regulatory registers
- Client Review Management
- Vulnerable client process

**200+ firms onboarded since May**



# Create a Business Management Framework



# Create a Business Management Framework



## Business Planning & Strategy

- Establishing a strong foundation and long-term direction.



## Operational Management & Efficiency

- Day-to-day operations, compliance, and infrastructure.



## Business Growth & Marketing

- Revenue generation, brand development, and scale.



## Exit & Succession Planning

- Planning for value realisation or transition.



## Leadership & People Development

- Focusing on the ongoing leadership within the business.



Create a robust Technology Proposition





# Financial technology

Streamline your advice process, increase efficiency

- Market leading technologies working seamlessly
- Risk profiling, research, sourcing, suitability, client reviews, client management, customised learning
- Flexible solutions to end-to-end efficiencies



## Integrated planning & back-office systems

End-to end  
financial  
planning

Integrated  
CRM

Automated  
workflow

Increase efficiency  
Improve consumer outcomes



## Product research & sourcing

Product  
research

Product  
comparison

Specialist  
portals

Improve suitability  
Increase value



## Learning & regulatory technology

Dynamic  
learning

Due  
diligence

Consumer  
duty

Reduce risk, streamline  
the advice process





## Running my business



## Advising my clients



# Summary

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- We will continue to:
  - **elevate the value of financial advice** in the UK, while giving consumers a wide **choice of options**.
- We will continue to:
  - **empower financial advisers and advice businesses**, by providing unparalleled regulatory support, business support and technology solutions, ensuring they **deliver optimal outcomes** for their clients.
- **We don't just want you to survive – we want you to thrive!**

Thank you