



### Rising demand for vulnerable customer expertise as training platform reaches milestone of 25,000 registrations

- The training has been undertaken more than 25,000 times as advisers look to enhance their vulnerability policies

Just Group's online training module, **Consumer Vulnerability in Late Life**, with content created by **Society of Later Life Advisers (SOLLA)**, has reached a milestone of 25,000 registrations, highlighting the sustained demand among financial intermediaries to strengthen their capabilities in supporting customers in vulnerable circumstances.

The free and interactive digital training platform, launched in 2019, is designed to help advisers, paraplanners and administrators understand the characteristics of vulnerability and develop the softer skills needed to converse with clients, so that clients feel comfortable, respected and secure enough to share personal or sensitive information.

The training is updated annually, giving users the opportunity to improve their skills and capability regularly. The latest updates, which went live in August, include safeguarding considerations for clients who may not have someone they can trust or able to help with their finances, and good practice when advising couples. By completing the training, advisers will be able to understand:

The module counts as 60 minutes of CPD, contributing to the annual number of hours advisers are expected to achieve. By completing the training, advisers will receive a certificate and will be able to understand:

- how to better support older and vulnerable clients,
- the importance of additional safeguards to help avoid foreseeable harm and assist clients with their decision-making,
- how digitalisation and exclusion are increasing vulnerability to fraud and learn about measures to help protect clients' money; and
- how to ensure clients, including those with the characteristics of vulnerability, receive consistently good outcomes in line with Consumer Duty.

**Stephen Lowe, group communications director at retirement specialist Just Group**, said: "At Just, we help people achieve a better later life, that's our purpose and why we exist. We fulfil part of this purpose by equipping advisers, paraplanners and other colleagues with the tools and insight to build and maintain effective strategies for helping vulnerable customers."

"Ever since we launched the online training six years ago, we have been heartened by the strong demand and take up. With over 25,000 registrations, it's encouraging to see advisers and their colleagues across the industry embracing the need to build and continue to develop their expertise in this important area. It shows how committed the financial advice community is to delivering the best possible outcomes, especially for those clients that may show characteristics of vulnerability."

ENDS

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### Notes to Editors:

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Just (Just Group plc) is a FTSE-listed specialist UK financial services company.

A leader in the individual retirement income, care and defined benefit de-risking markets, Just has been trusted to manage more than £27 billion of customers' retirement savings and has helped customers release over £7 billion from their properties.

Just provides the following wide range of products, advice and professional services to individual customers, financial intermediaries, corporate clients and pension scheme trustees:

#### Marketed Products

- De-risking solutions for pension scheme trustees who want to remove the financial uncertainty of operating defined benefit pension schemes;
- Individually underwritten retirement income products delivering a guaranteed income for life;
- Long term care plans that provide those people moving into residential care with peace of mind by knowing a regular payment will be made to the care provider for the rest of their life;
- Lifetime mortgages for people who want to safely release some of the value from their home.

#### Professional services

- Regulated financial advice and guidance services for individuals wanting help in using their pension savings and/or releasing some of the value from their home; and
- A range of business services tailored for our corporate clients, ranging from consultancy and software development to fully outsourced customer service delivery and marketing services.

The companies within Just Group are authorised and regulated in the United Kingdom by the Financial Conduct Authority and / or the Prudential Regulation Authority.

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