



Premier Asset Finance

The Multi Award Winning Solution

TREATING CUSTOMERS FAIRLY POLICY

Introduction

Premier Asset Finance Ltd is committed to the fair treatment of customers. Our Treating Customers Fairly (TCF) framework is developed around the core six outcomes set by the Financial Conduct Authority (FCA). By placing our clients at the centre of our business, we ensure that fair outcomes are achieved.

Staff at all levels of Premier Asset Finance Ltd are trained with the six outcomes in mind and Premier Asset Finance Ltd promotes this culture throughout our organisation, using a 'message from the top' approach to set the right standards from the outset.

FCA's Six TCF Outcomes

The TCF outcomes are derived from their key Principles of Business.

- Outcome 1:** Consumers can be confident they are dealing with firms where the fair treatment of customers is central to the corporate culture.
- Outcome 2:** Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly.
- Outcome 3:** Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- Outcome 4:** Where consumers receive advice, the advice is suitable and takes account of their circumstances.
- Outcome 5:** Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.
- Outcome 6:** Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint.

Premier Asset Finance Ltd understand that simply learning the six outcomes is not sufficient to demonstrate that they have been effectively embedded into our business culture, below we set out how each outcome is implemented and achieved throughout our business.

TCF Outcome 1

"Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture."

Each member of Premier Asset Finance Ltd understands the importance of fair treatment of client, that our clients are essential to our business model and that TCF supports our developing and long-standing relationships with our clients.

Premier Asset Finance Ltd are a small business and our management team is directly involved with our activities. Regular meetings are held with TCF as a standing, fixed agenda item for discussions.

TCF Outcome 2

"Products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly."

Premier Asset Finance Ltd's secondary permission is to act as an introducer of finance to the products and services we provide. We tailor our introductions specifically based on the needs and suitability of our clients.

We ensure any marketing material developed is proportionally targeted to the needs of our clients, for example we do not send material regarding mortgage finance arrangements where the client requires vehicle finance.

TCF Outcome 3

“Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale.”

The nature of the products and services that we offer are such that we are required to interact closely with all our clients. As part of this process, we become aware of any need to provide further information in a different way. We can refer to examples of where we have responded to the need for further help.

We do not tend to issue financial promotions. Our website contains information about what we do, as well as generic information relating to some of the types of services which we provide advice on, and complies with the FCA’s financial promotion requirements set out in the FCA’s Handbook CONC 3. Amendments to the website are signed off by our Compliance Office Kevin Davidson prior to issue to certify compliance.

TCF Outcome 4

Where consumers receive advice, the advice is suitable and takes account of their circumstances.

We ensure that any recommendation that we give is suitable given our clients’ individual situations. We use ‘statements of suitability’, which provide granular detail on the clients’ circumstances, the options Premier Asset Finance Ltd considered, the final decision including the rationale behind the decision, emphasising the clients’ circumstances and the suitability of the product selected.

TCF Outcome 5

“Consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect.”

We provide clear information to our clients. We are ever mindful of non-disclosure risk, for example; if we fail to mention a specific feature of a: Minimum term lease – (i.e. the client needs to clearly understand that the rental “may” continue after the initial term period.)

Fact sheets are produced and provided which highlight, in clear intelligible writing, the terms of an agreement and how it is to perform. Premier Asset Finance Ltd has an ethos of ‘no small print’ and we are as open and transparent to our clients as possible, ensuring full disclosure.

TCF Outcome 6

“Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint.”

We have in place a complaints procedure and policy in place which complies with the FCA’s Regulatory Handbook (DISP) Dispute Resolution section. We apply these standards to all complaints received that fall within the definition of “eligible complainant”. Details of how a client or business can make a complaint are clearly listed on our business website, we provide a non-premium rate contact number and allow for electronic communications to be received regarding any dissatisfaction.