



Rated by Experts

Leading the market in
clarity and transparency



Contents

Overview	3
Red Line Criteria	4
Red Line Weightings	6
Contact Fairer Finance	7

Overview

Our product ratings use a set of 'red line' criteria to calculate an underlying score for each product, which translates to a star rating. Products can achieve between one and five stars.

To achieve a five-star rating, products must meet all of our red line criteria. We focus on core product features, and don't give extra marks for unnecessary features or optional extras.

Our current red line criteria are contained in the following pages.

Unlike our insurance ratings, our banking, online will writing and investment platform ratings take into account the price of the product. This is because consumers can incur additional costs over the life of the product.

Online Will Writers

Red Line 1 – Cost of a single will

To pass this red line, the cost of a single will must be less than the sector mode which is £90. We chose to use the mode as a number of brands in the sector charge £0 which brings the average down so the mode is a better indicator of the average cost in the market.

Red Line 2 - Is the document checked?

The document must be checked by someone before it is signed. Ideally this would be done by a solicitor but can also be done by a will writing expert or paralegal etc.

Red Line 3 – Do they make themselves executors?

To pass this red line, online will writers must not make themselves your executors. Some online will writers will make themselves an executor and in exchange, take a percentage of your estate. We believe this is unacceptable so anyone doing this will fail this red line.

Red Line 4 – Online chat

Online will writers must offer an online chat feature in order to help customers with any queries they have during their purchase journey.

Red Line 5 – Cost of having documents delivered

To pass this red line, online will writers must not charge for the delivery of documents. The most common charge in the sector for this is £0 so that is where we have set the red line.

Red Line 6 – Cost of making a change to the will

The cost of making an update to the will over the life of the will must not exceed the sector average.

Red Line 7 – Is the provider a member of a professional standards body?

The will writer must be a member of a professional standards body. Examples of such bodies include, The Society of Online Will Writers, the Solicitors Regulation Authority (SRA) and the Society of Trust and Estate Practitioners (STEP).

Red Line 8 – Fee for retrieval of will?

The will writer must not charge a fee for retrieving a will must. The majority of brands in the sector do not charge for this so we have set the red line at £0.

Red Line Weightings

Red lines	Approx weighting
Cost of a single will	20%
Do they make themselves executors?	37%
Online chat	5%
Cost to have online docs delivered	2%
Cost of making changes to will	12%
Is the document checked?	8%
Member of professional standards body	10%

Contact Fairer Finance

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