



Rated by Experts

Leading the market in
clarity and transparency



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Overview

Our product ratings use a set or ‘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 – Online will writers scenario 1 (if storage is offered): cost of storage for 50 years + cost of 5 changes

If the online will writer offers storage, to pass this red-line they must charge no more than the sector average for storage for 50 years plus the cost of 5 changes over the lifetime of the will. Lifetime of the will means across the 50 years, not just 5 changes in the first year. In spring 2020, the sector average cost for this is £1231.05.

Red Line 2 – Online will writers scenario 2 (if storage is not offered): cost of 5 changes

If the online will writer does not offer storage, we use scenario 2. To pass this red line they must charge no more than £150 for 5 changes over the lifetime of the will. Lifetime of the will means across the 50 years, not just 5 changes in the first year. At the time of writing, spring 2020, the average cost across the sector to make 5 changes is £70.36.

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 – Do they offer a will storage service?

The online will writer must offer the facility to store your will, to pass this red line.

Red Line 7 – Fee for will retrieval

To pass this red line, will writers must not charge for the retrieval of your documents. Most providers in the sector do not charge for this so we have set the red line at £0.

Red Line 8 – Is the will registered?

To pass this red line your documents must be registered with a registry such as, Certainty, the National Will Register. This ensures the will can be found if beneficiaries or executors are unaware that one has been made or if the writer forgets where it's located.

Red Line Weightings

Red lines	Approx weighting
Either:	
Scenario 1 (if storage is offered): cost of storage for 50 years + cost of 5 changes	
Scenario 2 (if storage is not offered):cost of 5 changes	35%
Do they make themselves executors?	25%
Online chat	5%
Cost to have online docs delivered	5%
Do they offer will storage?	15%
Fee for retrieval of Will	10%
Is the will stored in a national registry?	5%

Contact Fairer Finance

James Daley

Managing Director

Kate Doran

Head of Research

corporate@fairerfinance.com