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2024

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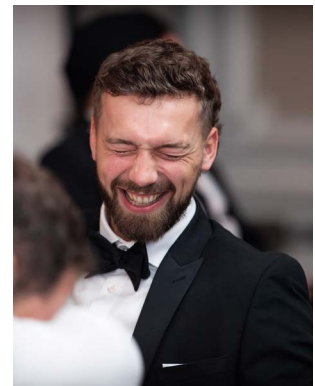
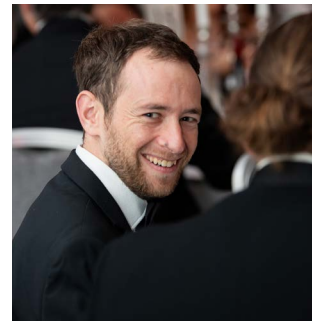
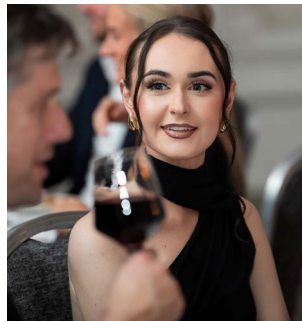
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Overview

Personal finance industry professionals donned their gala dinner attire and made their way to the Waldorf Hilton, London, to celebrate the ninth edition of the MoneyAge Awards.

The room was once again packed with talent to recognise the excellence, professionalism and innovation in the sector. Rhys James kicked off the night with a stellar stand-up set, before presenting the awards to the deserving winners. Our congratulations go to all firms and individuals that picked up an award on the night in what has been a tumultuous year

for the industry.

We would like to say a massive thank you to our sponsor, WAY Trustees, and our supporter, the Society of Later Life Advisers, for the continued support.

Finally, we extend our thanks to everyone who entered and attended these awards.

Do visit www.moneyage.co.uk for more details on future events, and to stay up to date on all the latest news and commentary in the ever-changing personal finance space.

We already look forward to welcoming you all again in 2025.

Judges



Chair of the judges: Adam Cadle

Editor
MoneyAge



Carol Knight

Chief Executive Officer
TISA



David Butcher

Founder & Director
Communications and Content



Robert Sinclair

Chief Executive
**Association of Mortgage Intermediaries (AMI)
and Association of Finance Brokers (AFB)**



Terri-Ann Humphreys

Development Director
Society of Later Life Advisers

The winners

Building Society of the Year

WINNER: Saffron Building Society

Financial Adviser Award: Micro Firm of the Year

WINNER: Hayden Kilkelly

Financial Adviser Award: Small to Medium Firm of the Year

WINNER: HCI Chartered Financial Planners

Financial Adviser Award: Medium to Large Firm of the Year

WINNER: Chase de Vere

Innovation in Consumer Finance

WINNER: Octopus Money

Mortgage Provider of the Year

WINNER: Saffron Building Society

Mortgage Adviser or Broker of the Year

WINNER: SPF Private Clients

Equity Release Lender of the Year

WINNER: Royal London Equity Release

Micro Wealth Management Firm of the Year

WINNER: Compound Wealth Planning

Small to Medium Wealth Management Firm of the Year

WINNER: Bordier UK

Medium to Large Wealth Management Firm of the Year

WINNER: Progeny

Best IHT portfolio service

WINNER: WAY Trustees

Savings Account Provider of the Year

WINNER: Wealthify

ISA Provider of the Year

WINNER: Shepherds Friendly

Specialist Investment Fund or Provider of the Year

WINNER: Fintex Capital

Loan Provider of the Year

WINNER: Salary Finance

Pension Provider of the Year

WINNER: Scottish Widows

Money Transfer Provider of the Year

WINNER: Universal Partners

Insurance Provider of the Year

WINNER: Zurich

Marketing Campaign of the Year

WINNER: Rizzello Creative for Capital Group

Consumer Champion of the Year – Individual

WINNER: Zoe Taylor, Lawrence Neil Wealth Management

Consumer Champion of the Year – Company

WINNER: Gretel

Ethical Financial Services Provider of the Year

WINNER: Kingsfleet

Best Charity Partnership of the Year

WINNER: Kingsfleet, The Kingsfleet Community Fund, Gary Gladwell Fund & St Elizabeth's Hospice

Diversity Award

WINNER: Zurich

Technology Provider of the Year

WINNER: Heywood

Sustainability Initiative of the Year

WINNER: Fintel

Later Life Lender of the Year

WINNER: LiveMore Mortgages

HIGHLY COMMENDED

Building Society of the Year

HIGHLY COMMENDED: Family Building Society

Financial Adviser Award: Small to Medium Firm of the Year

HIGHLY COMMENDED: Rowley Turton

Innovation in Consumer Finance

HIGHLY COMMENDED: Compound Wealth Planning

Mortgage Adviser or Broker of the Year

HIGHLY COMMENDED: BTJ Mortgages

Building Society of the Year: Saffron Building Society



This category rewards the building society which has proved itself ahead of its peers when it comes to product provision and customer service, while also demonstrating a true understanding of the needs of the consumer.

Following wins in this category last year and back in 2020, Saffron Building Society was for the third time named our Building Society of the Year.

The judging panel this time praised Saffron for showing strong product and service adaptation and said its growth in book business had made it a "mortgage leader".

In a year marked by continuing cost of living challenges and fluctuating mortgage markets, Saffron has thrived by staying agile and responsive. It has continued to build a reputation for serving affluent borrowers who have complex incomes, providing the flexibility and understanding that borrowers with these circumstances require.

Saffron is dedicated to supporting borrowers of all types, covering the self-employed, contractors, borrowers with multiple incomes, and those with unique needs such as self-and custom-build who can often struggle to find suitable mortgages.

In response to the evolving needs of such borrowers, the society has made significant enhancements to its product range. It introduced a new £1m limit for 90% LTV, lifted the self-build loan size cap from £3m to £4m, and launched a new product allowing residential large loans of up to £5m.

With interest rates starting to come down and inflationary pressures now lessening at the end of 2024, such initiatives have propelled Saffron's product range ahead of its rivals and underscored a commitment to adapting its proposition to meet the ever-changing needs of brokers and clients.

These measures have resulted in a 5% annual increase in new business, and a rise in Saffron's mortgage customers classified as the most affluent from 16% to 18% within a year.

Consequently, the society's mortgage book reached a record high of £1.13bn last year, a figure that caught the eyes of this year's judges.

Saffron has also significantly improved response times, reducing average case review times to just 3.68 days last year, down from 15.25 days a year previously.

Despite ongoing economic challenges, Saffron continues to display resilience and growth, and the success recognised by our judges has only been reflected in the positive feedback it continues to receive from broker partners and customers.

Our congratulations go to Saffron Building Society for once again leading the way ahead of its peers.

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Mortgage Provider of the Year: Saffron Building Society



The Mortgage Provider of the Year is awarded to the firm which has been a leader in the field with its product offering and shown an understanding of the changing needs of the mortgage market, sensitivity to the pressures placed on property buyers and a commitment to improving the overall mortgage marketplace.

Having already picked up the Building Society of the Year, Saffron Building Society celebrated a double when the judges, impressed by the firm's levels of growth and innovation, also named it Mortgage Provider of the Year.

Saffron is a champion for the mortgage market's underserved borrowers and has built a reputation on its dedication to meeting the needs of individuals with complex financial circumstances and requirements.

The society offers a range of specialised products tailored to serving affluent borrowers, the self-employed, contract workers, those with multiple income streams, and people planning self-build projects, and it is continuously evaluating and evolving this offering to keep meeting the needs of underserved borrowers.

Over the last year, Saffron has launched several key initiatives to address the evolving demands of its brokers and clients, which we

highlighted under the firm's win for Building Society of the Year, and which contributed to the firm growing its total mortgage book to a record high £1.13bn that continues to grow.

On top of such initiatives to reach this achievement, Saffron has put flexibility at its heart by focusing on bolstering its underwriting capability.

At a personal level, the society's human underwriting approach allows it to make more nuanced decisions based on individual circumstances, providing a level of flexibility and understanding that automated systems cannot match.

This is demonstrated by Saffron's feedback from brokers. Its broker net promoter score (NPS) has increased from 27.5 to 43.3, and its broker satisfaction score reached 83% last year. Brokers have praised the firm's product range, service proposition, and the proactive support from its business development managers (BDMs).

Skilled underwriters speak directly to brokers by phone, cutting out delays and frustrations associated with email communication, and the Saffron BDM team has been instrumental in driving these positive scores, maintaining high standards of service.

Saffron's innovative approach to product offerings, its ability to adapt and evolve in response to market demands, and its commitment to supporting broker partners and borrowers have positioned it as a deserving recipient of the Mortgage Provider of the Year.

It has continuously strived to exceed expectations and deliver an unparalleled service, ultimately helping to set a benchmark for excellence that others across the mortgage industry can follow.

Further congratulations to Saffron Building Society for winning in a second category and for having an outstanding 12 months.



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You are not alone! Here in the UK, we have the lowest known rate of self-commissioned homes in the world*. It is the single largest difference between our housing market and those of other developed economies.

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*Source: The National Custom and Self Build Association (NaCSBA) 2023/2024 custom and self-build market report



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Saffron
For Intermediaries

Pension Provider of the Year: Scottish Widows



This award is presented to the pension provider that has displayed a true understanding of the increasingly complex pensions market and has the consumer at the heart of its offering.

Simplifying systems, providing helpful tools and leading the way on highlighting key societal retirement challenges are all reasons why Scottish Widows was announced as the winner.

This is the first time Scottish Widows has won this award, having been highly commended in 2019.

Scottish Widows is one of the largest retirement providers in the UK, providing deep understanding and expertise on the long-term savings market.

Over the past year, the firm has focused on three key areas. Boosting pension awareness, improving pension outcomes through digitisation, and meaningfully advancing its responsible investing (ESG) strategy.

The firm believes that achieving consumer engagement with pension planning is an "acknowledged industry challenge" and that by building awareness and engagement, higher levels of contribution follow naturally, leading to better consumer outcomes in retirement.

As a result, Scottish Widows created a host of activities for pension engagement season, which included live Q&As, webinars and videos, and led to over 850,000 active engagements and positive feedback. All of this activity was boosted by the digital and roadshow promotion of their fun retirement tool 'The Pensions Mirror'.

Furthermore, alongside Scottish Widows' annual women in retirement report, it built its interactive 'Beat the Gap' tool, which helped people understand how the gender pension gap emerges and what they can do to improve their outcomes.

On International Women's Day, Scottish Widows took part in a full day takeover on TikTok, which achieved 45,000 likes and shares, and 617,000 clicks, showing the benefit of engaging younger women on the platforms where they consume content.

The firm has continued to work on its ambitious digitisation programme, with one million policies and £36bn assets under administration (AuA) moved onto newer digital strategic platforms.

Through this process, Scottish Widows decommissioned legacy applications, stripping out complexity to deliver a better experience for customers.

It has also invested £150m over three years into its individual intermediary pensions and investment platform, having rebranded this under the trusted Scottish Widows name and carried out a successful major migration of advised client assets.

With £181bn AuA invested, Scottish Widows has risen to its responsibility to use its scale to drive meaningful change. The company is on track to hit its target of investing between £20-25bn in climate-aware investment strategies by 2025, having put £4.2bn into these strategies in the current year, taking the cumulative amount to £21.7bn.

We would like to congratulate Scottish Widows on this award.

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Having the right investment platform is crucial to support your clients in achieving their financial goals. The Scottish Widows Platform offers a variety of investment solutions, products, and user-friendly technology that enable you to manage client portfolios with confidence, all backed by the dedicated support and over 200 years of experience of Scottish Widows.

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SCOTTISH WIDOWS

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Pension Provider of the Year: Scottish Widows

The Impact of Consumer Duty on Platform Due Diligence

Ross Easton explores how the due diligence process for advisers needs to evolve as a result of the FCA's Consumer Duty regulation.

By Ross Easton, Head of Intermediary Platform Propositions, Scottish Widows

Consumer Duty and platform due diligence

It's fair to say that Consumer Duty has significantly changed the nature of platform due diligence. Advisers now need to consider a range of foreseeable harms within the context of delivering value for clients. With the FCA also recommending a more rigorous initial and ongoing due diligence process, this has key implications for advisers and platform providers.

The risk of 'foreseeable harms'

Advisers must look across the distribution chain to proactively consider the foreseeable harms of using a particular platform and the impact that has on client outcomes. This includes thinking about what could conceivably go wrong and checking that clients would have appropriate protections in place.

The FCA sees this as an ongoing dynamic concept. A



deeper due diligence dive is now expected, as well as more analysis of how a platform manages financial, operational, and technological risks.

Platform financial strength

This suggests a need to think differently about financial strength, using it as a proxy for the future health of a platform. A platform must have the ability to continually invest in functionality, user experience and service, and any platform that cannot do this risks stagnation, acquisition, and the potential re-platforming of client portfolios (or even worse).

Under the expectations of Consumer Duty, entrusting client assets to an evidentially weak platform could be seen as a foreseeable harm.





Expanding out value for money

Consumer Duty requires advisers to consider whether the total cost of advice provides fair value, which includes charges but also the assessment of value-adding benefits such as extra features or better support.

Many platform benefits are more intangible and also more specific to advice firms rather than investors. However, they can still play a key part in creating client value. There is a cost in adviser time of dealing with a poorly connected platform that relies on paper-based processes. Ultimately, this does impact the client in either cost or advised experience.

While attributes such as people support, financial strength and platform governance may seem more intangible than functionality and price, these are bulwarks against many risks that platforms could be subject to. Under the need to consider foreseeable harms, these should also form a central part of any platform value for money comparison.

Future consolidation

To deliver a value for money proposition that is commercially viable, platforms need to deliver scale. There are challenges to achieving this in what is an over supplied platform market, where the industry economics make it unclear how some smaller platforms can achieve critical mass.

With many observers predicting future consolidation, it is worth considering whether events such as M&G

confirming its exit from the platform market or Standard Life scrapping their platform project with SS&C Hubwise are early warning signs of this trend?

With a number of platforms also funded by private equity, this could make it more difficult to guarantee where your clients' assets will sit in 5-10 years and what the impact of this will be.

What does this mean for your due diligence process?

Given these regulatory and market headwinds, there is one key question advisers should ask themselves in relation to platform due diligence:

Are you confident in your platform's market commitment, future stability, financial strength and investment capability?

If the answer to this is a not an unqualified yes, Scottish Widows Platform can help. With over 200 years commitment to the retirement market, backed by the financial strength of Lloyds Banking Group, we have a clear roadmap to grow and deliver on our ambition to be the easiest platform with which to do business.

If you want to know more about the strengths of our Platform visit our 'Partner with Us' webpage.

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ISA Provider of the Year: Shepherds Friendly



The award for ISA provider of the year is presented to the firm that the judges believe has proved that its product offerings meet its clients' needs.

The winner of this award was Shepherds Friendly, after impressing the judges with its ability to enhance its product by acting on member feedback.

For almost 200 years, Shepherds Friendly has worked to improve the lives of its members by providing straightforward financial products. As a modern mutual society, it is owned by its members rather than shareholders, and they're at the heart of everything it does.

From its head office in Greater Manchester, it offers savings and insurance products for whatever life brings. The mutual works hard to nurture and grow its members' investments, helping them protect their financial futures.

Shepherds Friendly's Stocks & Shares ISA aims to provide better returns than cash ISAs and savings accounts over the medium- to long-term, allowing members to invest in a variety of shares, funds, bonds and other assets.

These investment decisions are made by expert fund managers, and, as a result, the mutual has paid a bonus every year since 2008.

Like all with-profits ISA providers, the mutual traditionally offered its members an annual bonus on its Stocks & Shares ISA to reduce the impact of market volatility.

However, after receiving feedback from members suggesting that they were unsure how much their investments were making, Shepherds Friendly knew it was time to make a change.

As a result, it transformed how it issues bonuses, opting for quarterly statements as of 1st of January 2024. This provides members with all the positives of annual smoothing, while also benefitting from seeing their investment growth more regularly.

The switch was met with an overwhelmingly positive response. With the issuing of Shepherds Friendly's first quarterly bonus statement, its CSAT score increased by 10% in May compared to the month before and its NPS score increased by 23% month on month compared to April.

Shepherds Friendly runs regular member focus groups to improve its products and service, alongside member surveys on review platforms. It is committed to continuing to engage with members to ensure that its Stocks & Shares ISA is easy to understand and manage.

Shepherds Friendly has said that the move to quarterly bonuses is an "invaluable change". It ensures that its Stocks & Shares ISA continues to deliver value for members, breaking the traditional mould of annual bonuses.

We would like to congratulate Shepherds Friendly on winning this award.



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Equity Release Lender of the Year: Royal London Equity Release



The Equity Release Lender of the Year is awarded to the firm that has demonstrated a true understanding of the complex later life lending market, as well as a sensitivity to the needs of its clients, and a keen interest in improving what can sometimes be an opaque area of personal finance.

After the judges praised this firm for displaying "solid growth", Royal London Equity Release took home the award on the night.

Responsible Lending was fully acquired by Royal London in 2024 and subsequently announced a rebrand of its equity release business in August to bring Responsible Lending under the Royal London brand.

As a mutual with over two million members, Royal London is uniquely placed to scale the provision of later life lending even further. It prioritises customer and adviser satisfaction to ensure that it continues to deliver an outstanding service.

Royal London was already a well-established and trusted name in the life insurance, pensions and investment space, with an excellent understanding of the needs of homeowners over the age of 55. Its expansion into the equity release space is allowing it to further support customers at another stage of the later life journey.

Despite the equity release market halving in size since 2022, Royal London Equity Release has continued to grow and expand its reach, registering more than 2,500 advisers across over 1,000 firms.

It has forged partnerships with 33 adviser networks and the group's products are available to source through Air, The Exchange and Advise Wise – reaching a significant number of customers across the UK.

In Q1 of this year, Royal London Equity Release displayed a particular commitment to customers with the launch of the Principal and Efficiency Plus Products.

The Principal Product benefits from highly flexible, in-house underwriting, which benefits customers whose property may not fit standard criteria. After careful consideration, the group decided to remove the Efficiency Plus product from the market so that it could better meet the needs of homeowners, in another display of support to customers to show it is constantly developing and improving its offering for their benefit.

Furthermore, in the H1 2024 edition of the Mortgage Lender Benchmark, Royal London Equity Release came in second place on the lifetime league table. This survey received over 4,490 individual pieces of feedback from intermediaries and covered 111 UK lenders.

As a new entrant to this survey, it was hugely impressive for the firm to receive such a high level of recognition from advisers across the market. While the equity release industry continues to face challenges, it is an exciting and dynamic time for the Royal London Equity Release product range.

Congratulations to Royal London Equity Release for an outstanding performance.



**Your clients deserve the best.
Chosen by experts, trusted by advisers.
One of the new leaders in equity release.**

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EQUITY RELEASE LENDER OF THE YEAR

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Money Transfer Provider of the Year: Universal Partners



This category recognises the money transfer firm which has shown a true understanding of this market while keeping competitiveness, transparency and customer service at the heart of its business.

Universal Partners was named this year's Money Transfer Provider of the Year after the judges said its high employee engagement and client satisfaction were translating into "strong business growth".

Since its inception six years ago, Universal Partners has successfully disrupted one of the world's most competitive industries. From a two-man band in a living room, to Canary Wharf offices with a team of 76, the firm is now one of Europe's fastest-growing cross-border payment companies, with turnover hitting £1.5bn last year.

As a cross-border payment and foreign exchange (FX) provider, Universal Partners enables clients to make same-day payments to more than 220 territories worldwide, at the best possible exchange rate.

Universal Partners has recognised that SMEs need an expert money transfer partner, not just a transaction provider, and has invested in both people and technology to create a truly holistic offering underpinned by a strong culture of customer care.

This includes a pioneering FX Academy to attract people from diverse socio-economic backgrounds to financial services and ensure the firm's long-term sustainable growth.

Universal Partners deploys innovative, proprietary technology, including a powerful payments platform that enables mass same-day payments.

While the firm's tech processes can enable seamless global payments, its teams also use in-depth knowledge and understanding of the client's markets to help them navigate turbulent currency markets and take the right action at the right time.

An innovative proposition has undoubtedly fuelled the group's success, but Universal Partners' strong client satisfaction, retention and growth can also be traced back to a healthy workplace culture.

It is not by chance that 94% of the firm's colleagues say they're proud to work Universal Partners. The firm has deliberately built a culture in which every one of its people is empowered to go above and beyond to deliver exceptional client service.

This high engagement is translating into exceptional service. Universal Partners has a team that regularly goes the extra mile unprompted, staying on to secure favourable exchange rates for clients, and providing a personal service not always offered by banks or payment platforms.

In a fast-moving market where currency fluctuation can drastically impact clients' bottom line, this is a critical differentiator and has been a key driver behind Universal Partners' 87% client satisfaction rate.

Universal Partners believes that money transfer should be more than just a transaction. It has combined people, technology and products to create a complete offering that allows the firm to act as a partner and help clients deliver on their business objectives.

Congratulations to Universal Partners for showcasing an outstanding money transfer service.



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Technology Provider of the Year: Heywood



This award is presented to the technology provider that consistently meets the needs of clients and has displayed strong levels of innovation with its products.

When choosing a winner, the judges were impressed with this firm's 'Engage' platform, which is designed to simplify the world of pensions. The winner was Heywood.

Heywood believes that engaging with pension scheme members has historically appeared a one-way process, dominated by costly communication and limited evidence of impact on member decision-making.

During the COVID pandemic, Heywood found that expectations for engagement were increasing, with members wanting on-demand information 24/7 with online banking style interactions. The firm noticed that members only start to engage with their pension as they approach retirement age.

Heywood also acknowledged that engagement tools are often designed for the scheme, not the member, presenting a barrier for its customers.

To address this, the firm developed and launched a truly consumer-focused member product, Heywood Engage, to provide

schemes with the ability to engage with and empower members, while reducing costs and easing workloads.

During the development stage, Heywood initiated member interviews to explore the hopes and fears around retirement. It found that respondents didn't feel sufficiently well-informed, with some feeling confused and disconnected, while others experience overwhelming questions about the future.

Further respondents also said they worry about affordability, with options remaining unclear and there being a chasm between their reality and desired retirements.

As a result, Engage was designed to simulate human connection and empathetic language to simplify the complex subject of pensions, added with the use of visual storytelling. Engage also allows members to set retirement goals and understand impacts on monthly income, choosing between various types of income and expenditure to provide a realistic view of their situation.

Noting how video is becoming a popular tool to engage with members, Heywood worked with award-winning provider Money Alive, to bring member information to life with interactive personalised videos and drag-and-drop quizzes.

During the first month of Engage's soft launch with the North East Scotland Pension Fund, members found the solution useful organically and without instruction. In the first month, 72% of registrations were completed by new members, highlighting the user-friendly nature of Engage.

Barking and Dagenham Pension Pension Fund experienced similar success, with a 40% drop in member-to-fund queries within two weeks of launch, as they could find answers within the service. Using Engage has also significantly reduced costs associated with producing and printing paper-based communication.

Engage promises a much-needed shift in the trend of lacklustre member engagement, with this groundbreaking tool putting the end user at the heart of the pension scheme journey.

We would like to take this opportunity to congratulate Heywood on winning this award.

Data.Engagement.Administration.Tracing
Governance.De-risking.Regulations.Fraud.
Automation.Calculations.Dashboards.Data.
Engagement.De-risking.Governance.
Tracing.Regulations.Fraud.Analytics.Au-
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tions. Dashboards. Data. Engagement.
Administration. Governance. Tracing.
De-risking. Regulations. Fraud. Analytics.
Automation. Calculations. Dashboards.

Old problems. New solutions.

Heywood build modern software solutions for pension schemes, pension administrators and employers to help transform how their members manage their lifelong financial journeys.



European Pensions

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WINNER

Pensions Technology Provider of the Year

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TECHNOLOGY PROVIDER OF THE YEAR

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Financial Adviser Award (Small to Medium Firm of the Year): HCI Chartered Financial Planners



This category is open to firms with 10-250 employees and recognises the financial adviser firm which has demonstrated a successful service offering, shown a true understanding of the advice market, and put the client at the heart of everything it does.

Having won the award last year, the judges again named HCI Chartered Financial Planners the winner after they stated it had received "stellar" client feedback.

HCI is a growing privately held independent financial advisory firm with a single office in the North West. It consists of a team of financial planners and technical support staff all working together to build lifelong relationships with over 3,000 clients while helping them achieve their financial ambitions.

Broadly, HCI's assets under advice grew by just over 9% between June 2023 and May 2024, as it provided independent financial advice to more and more clients locally over the year.

HCI has put a focus on delivering value and opportunities and taken a number of steps to enhance the client journey and experience.

This has involved initiating a process to systematically collect client feedback. Creating this feedback loop has meant that HCI can

celebrate where it has done well for clients and other areas where it could go even further to support them. As a result, HCI now has an overall firm rating of 4.7/5 based on feedback from 461 clients.

Earlier this year, HCI also established a lost client register to help the firm identify areas where its service could be improved, by tracking the reasons and situation behind each lost client. HCI has a mission to build lifelong relationships with clients and when that unfortunately does not work out, it is keen to understand why.

One of the firm's strategic priorities is to create and foster a thriving people environment, and to do this it also uses an annual staff survey to raise ideas for change and drive focus. The latest survey highlighted a desire to implement an appraisal process to provide role-specific feedback and aid the professional development of all staff.

HCI has also established a structured pathway to guide candidates from their existing role within the firm towards becoming a chartered financial planner.

This pathway breaks down the journey into a distinct series of phases with clear activities to be completed or passed so that by the end, the candidate will have a thorough grounding in both the technical and soft skills needed to succeed as an adviser.

By focusing on delivering value to key stakeholders, HCI has become stronger as a business and is able to provide truly independent and top-quality advice to its clients.

Congratulations to HCI for making it back-to-back wins at the MoneyAge Awards.

Financial Adviser Award (Micro Firm of the Year): Hayden Kilkelly



The winner of the Micro Firm of the Year, which has 10 employees or less, is deemed to have demonstrated a successful service offering, shown a true understanding of the advice market and put the client at the heart of everything it does.

The judges said that this firm had presented excellent customer feedback, employee development achievements and "from the heart" community support.

The winner of the Micro Firm of the Year was Hayden Kilkelly (HK).

At the MoneyAge Awards previously, the firm won this award back in 2019 and went on to be presented with the Micro Wealth Management Firm of the Year and Mortgage Adviser or Broker of the Year awards in 2020 and 2023, respectively.

HK has always been passionate about its advisory proposition and its delivery. The 'HK Way' proposition has been shaped by the firm's clients, and is built around their values, bucket list approaches, aspirational lifetime financial planning, and the creation and maintenance of their lifetime financial plans.

The firm's success is centred around its abilities in client advice delivery and presentation.

Recent client feedback shows that 100% of HK's clients were satisfied with its performance across the board, with the firm stating that its referrals via existing clients, accountants and solicitors via word of mouth is "encouraged".

Between its first year of trading and the end of 2023, HK has boosted funds under advice by 75%, with assets under management standing at around £67m.

The firm's turnover is up 97% while its net profit after tax grew by 274% overall, despite a property acquisition and associated renovation costs.

While retirement planning advice is HK's bread and butter, the firm has turned its focus towards broadening its services to encapsulate the needs of its clients' children and grandchildren.

HK launched its mortgage advisory service in 2021, which includes later life mortgage advice. This extended the sphere in which the firm works, slowly changing the shape of its client base, with inter-generational planning building additional security for the business going forward.

Not a typical mortgage broker, HK believes that there is no reason why a transactional piece of advice cannot be the bedrock of a lifetime of financial planning.

Through understanding that vulnerability can affect young people, as well as old, HK has pledged to follow the nine testaments outlined in the Financial Vulnerability Charter, highlighting commitment to customers, providing them with excellence and trustworthiness in their financial planning service.

We would like to congratulate HK on its latest honour at the MoneyAge Awards.

Ethical Services Provider of the Year: Kingsfleet



The Ethical Financial Services Provider of the Year recognises the firm that has shown it is ahead of the game when it comes to understanding ethical issues in finance, either by tailoring its products accordingly, or in the way it conducts its business.

Kingsfleet was named this year's winner after the judges were impressed in particular by the firm's work around a Bible-based investment solution.

A chartered financial planning firm, Kingsfleet provides personalised financial planning, helping clients in and around Suffolk, to effectively organise their wealth so they can live their best lives.

Managing director and chartered financial planner, Colin Low, started Kingsfleet in 2010. Having worked in financial services for 22 years, Low felt other firms were entirely focused on profit, rather than the best interests of their clients.

He started Kingsfleet to provide financial advice on an ethical basis. While Kingsfleet is still a for-profit business, it holds a B Corp certification and focuses on the needs of its clients, community, and the environment.

As of June 2024, Kingsfleet was managing over £98.9m for 409 clients, and as a financial advice firm, one of the biggest environmental contributions it can make is investing clients' money sustainably.

Where possible, the firm seeks to recommend investments and funds with appreciation of the UN's Sustainable Development Goals (SDGs). Around 90% of the funds Kingsfleet manages meet the SDGs, rising to 95% for new recommendations.

An offering that particularly caught the eyes of the MoneyAge Awards judges was Kingsfleet's Bible-based investment solution, which helps clients align their wealth with their faith.

As Low is a Christian and member of the Association of Christian Financial Advisers, Kingsfleet had had several clients ask about aligning their portfolios with their faith. While prominent in the US, there was nothing of this kind in the UK market.

Since last year, Kingsfleet has sought to build this offering, working with firms such as Eventide Asset Management and the Faith Driven Investor movement in the US, to provide a biblically based financial planning offering in the UK.

Being a leader for this trend on this side of the Atlantic has allowed Kingsfleet to keep expanding the ethical products it supplies to clients.

Furthermore, while this offering and ultimately this award highlighted that Kingsfleet is a leader in the field of ethical finance, the firm also celebrated a second win at the MoneyAge Awards in the category for Best Charity Partnership of the Year.

This partnership, between Kingsfleet, the Kingsfleet Community Fund, Gary Gladwell Fund & St Elizabeth's Hospice, received further acclaim from the judges, who said that Kingsfleet had stood out for its support over several years to its local community, and also embodied the phrase that "charity begins at home".

We send a massive congratulations to Kingsfleet for two extremely worthy wins on the night.

Later Life Lender of the Year: LiveMore Mortgages



This award is given to the later life lender, away from equity release, which has demonstrated a true understanding of this area of the market, a sensitivity to the needs of its clients and a keen interest in improving this area of personal finance.

The judges said that this lender was a standout in this category with product and attitude. The winner was LiveMore Mortgages.

Alarmed to discover that only 4% of homeowners aged over 50 believed they could take out a new mortgage, according to the company's 2022 survey of 500 borrowers aged 50+, LiveMore redoubled its efforts to support brokers and homeowners aged 50 to 90+ during another difficult year of high inflation, interest rates and living costs.

This tied in with LiveMore's belief that everyone has the right to live in their own home, whether they're 53 or 103 years old.

As a result, LiveMore developed a PR and marketing plan to educate brokers and consumers on later life lending, providing clear, simple and useful information to help brokers and customers to quickly understand LiveMore's full range of mortgage options for the later life market.

LiveMore also surveyed 2,000 homeowners aged 50 and over on how

the cost-of-living crisis was affecting them, and published a white paper for brokers to help people over 50 through the cost-of-living crisis with practical insights and tools, whilst building brokers' understanding of the later life lending market in the context of Consumer Duty.

In mid 2023, it also added lifetime mortgages to its portfolio, so that it now has a complete later life portfolio for older generations spanning standard capital and repayment, standard interest only, retirement interest only (RIO), and lifetime mortgages.

By the end of 2023, LiveMore offered more than 200 products specifically for later life borrowers and during 2024 saw a 33% uplift in maximum borrowing calculations converting to mortgage applications. This occurred when brokers used the LiveMore Mortgage Matcher®, proprietary technology that checks a client's financial details against 800 datapoints and selects the most suitable LiveMore products for the broker's client.

In the year to January 2024, the firm was able to achieve 75% growth through its technology and product innovations, while also reinstating its fee-assisted mortgages, including a free standard valuation and no product fee.

Furthermore, it lowered its RIO age from 55 to 50, while also launching a flexible 5+5 (10-year) fixed-rate mortgage, to provide the certainty of a 10-year fixed rate with the flexibility for borrowers to redeem the product after five years with no early repayment charges.

To support people who are struggling with adverse credit or looking to consolidate debt, LiveMore also launched a new fee-assisted product featuring a £500 cashback across RIO and standard mortgages, and introduced a brand new up to 100% debt consolidation product.

LiveMore is the first mortgage lender in the UK to establish a wholesale funding line for RIO and mid-year completed the firm's inaugural £200m+ securitisation, the first time RIO has been publicly securitised in the UK.

We would like to take this opportunity to congratulate LiveMore on this award.

LiveMore Mortgage Matcher® is a registered trademark of LiveMore.

Best IHT Portfolio Service: WAY Trustees



The award for best inheritance tax (IHT) portfolio service is presented to the company that offers the most robust plans for clients, while operating the best technical and administrative support.

It must also have a strong track record across the year for demonstrating strong levels of innovation.

The judges said they were impressed with this firm's solutions around the 'gifting dilemma'. The winner was WAY Trustees.

WAY was founded in 1996 by two former financial advisers and operates from its headquarters in Dorset with national coverage and an additional office in Kent.

The firm launched the UK's first and only flexible reversionary interest trust that invests directly in collective investments in 2003, and its range of flexible trusts are designed to protect and preserve family wealth intergenerationally, whilst also mitigating IHT.

When it comes to gifting, many of the big issues that financial advisers identify for clients include not wanting to gift money and lose access to it in order to mitigate IHT, not knowing how long

they will live or when they might need to access their capital, and not wanting to gift money directly to a child in case they get divorced and therefore lose half the money.

WAY's solution to this problem is to gift money via flexible reversionary trust. Clients can gift up to the nil-rate band, still frozen at £325,000 after the recent Budget, without having to pay entry tax charges.

The firm's in-house professional trustees can revert 'parcels' of capital to the settlor, typically up to 10% per annum, defer any reversion 'parcels' not required, in whole or part, to a later anniversary, without any tax consequences, and loan or appoint capital to the beneficiaries at any time.

As a result, clients can feel comfortable to make the gift to mitigate IHT, while still knowing they can receive money back from the trust if they need it, defer it, or get money to a family member if they need it via loan or appointments of capital.

WAY also offers a range of trusts to build on the theme of intergenerational wealth preservation and protection.

These include the WAY inheritor loan trust, which removes investment growth from an individual's IHT-assessable estate while retaining immediate, on-demand access to the original loan sum; and the gifts from income trust, a flexible reversionary trust which utilises the often underused tax exemption which removes surplus taxable income from an IHT estate with immediate effect.

We would like to take this opportunity to congratulate WAY Trustees on this award.

Marketing Campaign of the Year: Rizzello Creative for Capital Group



This award is presented to the best marketing campaign that the personal finance space has seen in the last year.

Being praised on creation and development, this campaign must display true innovation and originality, but most importantly, have a clear and concise message which is understood effectively by its target market.

A slick, smart, well executed entry gave Rizzello Creative for Capital Group the win this year.

The marketing campaign, created by Rizzello Creative, came as Capital Group launched its new multi-sector income fund. The firm needed an idea that could turn a highly technical product proposition into an impactful 360-degree campaign.

The high-profile international launch had to not only raise awareness of Capital Group's fixed income capability, but also galvanise its sales force and support an exclusive distribution partnership with the world's largest wealth manager, UBS.

The challenge was to drive understanding of both the multi-sector income fund and the firm's fixed income capability in a way that would cut through and be remembered.

Rizzello Creative's solution was to take the brief and elevate it – literally.

The brand and advertising agency created the "physical embodiment" of the MSI fund; a futuristic flying vehicle powered by four independent income generators, with the flexibility to tilt exposure.

Using the latest animation techniques, Rizzello Creative designed and built a highly detailed 3D model and made it fly.

The exhilarating 90-second film, Fixed Income to the Power of 4, was the centrepiece of a global campaign that surpassed expectations and set a new standard.

In an industry that deals with technical subject matter and sophisticated investor audiences, Rizzello Creative said there is an expectation that firms should communicate in rational and business-like ways.

Fixed Income to the Power of 4 "is proof of how effective it can be when we use video to build a powerful emotional connection".

Analysis of the campaign found that Fixed Income to the Power of 4 had a 91% higher click-through rate compared to industry benchmarks, as well as three times more content downloads than any other fund.

Following the campaign launch, \$200m was invested in the fund within the first three months, and now the fund has reached over \$1.3bn in assets under management. As a result, Capital Group decided to run the campaign again.

Mike Gitlin, President and CEO of Capital Group described the campaign as "A fantastic and successful effort", praising the team for "Great creativity, co-ordination and execution".

We would like to take this opportunity to congratulate Rizzello Creative and Capital Group on this award.

Building Society of the Year: Family Building Society (Highly Commended)

This year's Building Society of the Year category also saw Family Building Society recognised by the judges as a highly commended firm.

Family Building Society deploys a flexible approach to lending meaning it can often help people at every stage of their mortgage journey. This includes first-time buyers through to those in or approaching retirement, even in cases when other lenders have turned such borrowers away.

The society lends in retirement with higher maximum ages than most peers, and actively aims to help borrowers who have been turned down by high street banks simply because of their age.

With generous mortgage terms – up to 95 at end of term for Owner Occupier repayment and 89 when the loan commences for interest-only and buy-to-let – Family Building Society is often able to offer a longer mortgage term which makes monthly payments more affordable.

Family Building Society has also significantly increased its sales team, and now has broker coverage across the whole of the UK for lending within England and Wales. Brokers can discuss cases in detail directly with their dedicated BDM, who have strong relationships with the underwriting team, to help place the more complicated scenarios.

Also, by looking at income on a case-by-case basis, the society can consider complicated applications, such as considering salary and net profit that is not always evidenced in a SA302 or up to 90% of the value of a SIPP.

The society also offers flexible solutions for families with a Joint Borrower Sole Proprietor mortgage, and last year widened the criteria so that other family members could support the mortgage. Previously, it had allowed older parents to support their children, but this has been extended to include grandparents, aunts, uncles, and siblings.

Alternatively, this arrangement can also be used in reverse, so that adult children can help their parents with affordability, allowing them to stay in the family home for longer.



One of Family Building Society's biggest achievements in recent times has been when it automated its mortgage illustration process, meaning brokers can request a multi-product illustration, and will now get a response within an hour – 24 hours a day, seven days a week.

It also recently enhanced the affordability calculator, allowing it to be used for Joint Borrower Sole Proprietor arrangements in the same way as standard applications. The firm also removed the maximum loan size and improved the way it calculates affordability for houses with more than two adults.

At an ever-evolving time for the mortgage market, Family Building Society has demonstrably shown it is willing to actively listen, adapt and support its broker partners in meeting their clients' needs.

We offer our congratulations to Family Building Society for showcasing a high-quality performance over the last year worthy of the judges' recognition.

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