

Chapter 8

Identifying client needs and advising



8.3 Ensuring customers can make an informed decision

Disclosing the limits of the service provided

8.3.1

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- (1) In a sale that does not involve a *personal recommendation*, a *firm* must take reasonable steps to ensure a *customer ('C')* understands that C is responsible for deciding whether a *funeral plan* meets C's demands and needs.
- (2) If a *firm* anticipates providing, or provides, information on any main characteristic of a *funeral plan* orally during a non-advised sale, taking reasonable steps includes explaining the *customer's* responsibility orally.
- (3) A *funeral plan's* main characteristics include its significant benefits, its significant exclusions and limitations, its duration and price information.

8.3.2

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Means of communication to customers

The information to be provided to customers in ■ FPCOB 8.1 (Demands and needs) must be given in accordance with ■ FPCOB 6.2 (Means of communication to customers).