



## **FreeBen Press Release**

16 July 20

### **Assureweb announces partnership with FreeBen**

Assureweb, the award-winning technology service for intermediaries, has announced a new partnership with FreeBen, the equity release compliance product.

The arrangement will give Assureweb's 22,000 registered users access to the FreeBen service with an exclusive discount on annual subscription.

Launched in October 2008, FreeBen is an easy-to-use, means-tested benefits calculator, designed specifically to help equity release advisers comply with FSA guidelines.

It enables advisers to give clients over the age of 60 up-to-date information on their eligibility for benefits and how this would be affected by equity release. The FSA requires these factors to be taken into account when selling equity release products and recommends the use of specialist software for this purpose.

Assureweb provides intermediaries with access to online quotations and applications for over 150 well-known products. Under the arrangement, registered users of Assureweb who sign up for a year's FreeBen subscription will be given an additional three months free of charge, giving them 15 months for the price of 12.

Robert Bowes, product manager at Assureweb, said: "At Assureweb we pride ourselves on providing a comprehensive and competitive range of services. Entitlement to benefit is an important consideration when advising on equity release products and FreeBen is a convenient and cost-effective way to ensure compliance. We've also had excellent feedback on the product from users."

Maxine Harrison from Harwil Associates, developer of FreeBen, said: "We are delighted with this endorsement from such a well-known name within the finance industry. FreeBen is the most cost-effective service of its type on the market today. It fits well with Assureweb's policy of providing a range of free services as our basic entitlement reports are generated at no cost to FreeBen subscribers."

**Ends**

## **Notes to editors**

For further information contact Pauline Rawsterne at Turquoise PR on 0161 860 6063 or 07801 639816 or email [pauline@turquoisepr.co.uk](mailto:pauline@turquoisepr.co.uk).

## **About FreeBen**

FreeBen is an easy to use means-tested benefits calculator designed specifically for use by equity release advisers and IFAs.

FreeBen enables advisers to provide clients with up-to-date information on their eligibility for benefits and how this would be affected by equity release. For further information see <http://www.freeben.co.uk>.

## **About Harwil Associates**

Harwil Associates Limited was established to provide high quality, innovative business products and outsourced solutions to the financial services sector. FreeBen – the new benefits calculator for equity release – is its first product.

## **About Assureweb**

For further information about Assureweb, please visit [www.assureweb.co.uk](http://www.assureweb.co.uk)

1. Assureweb consistently wins industry awards for its services to intermediaries. It has most recently won the 'Best Independent Online Services Provider' at the 2009 Professional Adviser awards, an award voted for exclusively by IFAs. Prior to that, it won 'Best IFA Portal' in the 2007 Pensions Management Technology Awards. It has also secured the 'Best IT Provider' award from Threesixty, beating off competition from rival portals.
2. Assureweb's services are based around ease of use. Whether users simply access the Assureweb portal or connect to Assureweb's hub to extract product provider data, Assureweb is designed with one aim in mind: to help advisers and administrators improve service, efficiency and ultimately profitability by conducting business electronically.
3. Assureweb is owned by the industry, for the industry. It is backed by AEGON, Clerical Medical, Friends Provident, Aviva, Prudential, and Scottish Widows. It is also supported by a further 39 product providers, and offers a range of more than 150 products.
4. Assureweb's new business service allows users to benefit from a seamless, intuitive process, feeding through from comparative and then refined quotes to allow the user to apply online.
5. Comprehensive comparative quotations are available for term, critical illness, income protection, investment bond, annuity, equity release and pension products, supported by product information, literature, news, specialist ratings and electronic new business services.
6. Assureweb is the only major technology platform which enables users to fully refine client-specific illustrations, giving access to provider-specific benefits and options, as well as commission styles.