



The Joint Equity Charter – Treating Partners Fairly

This Charter is the undertaking that Joint Equity and all our staff makes to our Partners.

1. Introduction

- 1.1. Treating Customers Fairly (TCF) is a fundamental requirement of the Financial Services Agency (FSA) for all its regulated organisations
- 1.2. However, the service Joint Equity provides is not an FSA regulated activity, and therefore we are not a regulated Company. The FSA does not allow anyone to voluntarily register for regulation.
- 1.3. We believe that treating our customers fairly is the most important aspect of our business culture and model. We also absolutely acknowledge that our Owner-Partners are making the most significant investment in their lives and we have to ensure that they are presented with all the facts, both good and bad, about the Joint Equity Scheme.
- 1.4. We have, therefore, adopted all the requirements for an FSA Regulated company and in many cases we have exceeded their minimum requirements.
- 1.5. Joint Equity does not see TCF as part of a regulatory regime aimed solely at the Owner-Partner but as the essential part of our business ethic, culture and model that extends to all our Partners.
- 1.6. Consequently, Joint Equity has developed and adopted its own a Treating Partners Fairly Charter and Policy.

2. What Joint Equity does to ensure we Treat Partners Fairly

- 2.1. This Charter and the Joint Equity Treating Partners Fairly Policy are part of our staff, representatives and partners induction and training.
- 2.2. The Joint Equity Treating Partners Fairly process is the responsibility of the Joint Equity Chief Executive Officer.
- 2.3. All staff are under an obligation in their conditions of employment to comply with this Charter and our Treating Partners Fairly Policy at all times.
- 2.4. All Joint Equity staff sign the Charter on joining Joint Equity and must keep their copy in their company handbook up to date.
- 2.5. Independent companies or individuals who are approved representatives of Joint Equity are required to comply with this Charter and the TPF policy as part of the conditions of appointment.
- 2.6. Any employee or representative who believes they have found any written or web based representation that does not comply, or might not comply, with this Charter or Policy must report it immediately to the Joint Equity Chief Executive (the CEO).
- 2.7. Any employee or representative who believes they have not, or might not have, complied with this Charter or Policy must report it immediately to the CEO.
- 2.8. Any employee or representative who believes that anyone in our organisation, or any other organisation that has contact with our customers, has not complied with this Charter or Policy must report their concerns immediately to the CEO.
- 2.9. Reporting any concern or non-compliance is not a disciplinary matter, however, **NOT** reporting any concerns most certainly is treated as a disciplinary matter.
- 2.10. The CEO will maintain at all times a dedicated email address for staff to report concerns or non-compliance. This is for staff and representative use only and is not part of our Partner Complaint process, which is a separate process.
- 2.11. The CEO, or his authorised TPF deputy, undertakes to respond within 1 working day to the originator.
- 2.12. The CEO, or his authorised TCF deputy, undertakes to complete an initial investigation and report back to the originator with 2 working days with a planned series of actions.

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- 2.13. The CEO undertakes to complete any additional actions within the planned time.
- 2.14. The CEO undertakes to circulate the problem raised, the findings, and any remedial action to all staff and representatives, as soon as practicably possible, but not later than 5 working days after the issue is resolved.
- 2.15. The elements of this process and its outcome(s) are recorded in the central Joint Equity TCF file.

3. What our staff do to ensure we Treat Customers Fairly

- 3.1. We must never forget that all Joint Equity Clients are individuals and that they have specific needs and requirements.
- 3.2. We recognise and accept that the Joint Equity financial product is directed at a specific sector of the market and section of the population and that other options maybe more appropriate for the particular Client and their circumstances.

	Social	Private	Joint	Owner
	Housing	Rented	Equity	Occupied
Owned	0 -50 %	0 %	50 -75%	100 %
Rented	100 -50 %	100 %	50 -25%	0 %

- 3.3. All Joint Equity staff and representatives have a responsibility to ensure that all alternatives have been explored to see if there is a more suitable product for the individual client.

4. Management Information

- 4.1. TPF must be supported with appropriate reporting of Key Performance Indicators (KPIs) that will provide the CEO and Board with confidence that we are complying with our undertaking or provide early warning that we are not.
- 4.2. All regular Joint Equity board meetings will have an Agenda item for the Treating Partners Fairly Report which will be presented by the CEO or his appointed TPF deputy.
- 4.3. The report will contain up to date data on all current KPIs.
- 4.4. The current KPIs are in 2 parts:-
- 4.5. TPF non-compliance
 - 4.5.1. Number of Notices of Non-Compliance
 - 4.5.2. Time to respond on Notice of Non-Compliance.
Target 100% within 1 working day
 - 4.5.3. Time required for CEO initial report on Non-Compliance with time bound action plan.
Target 100% within 2 working days (3 days from Notice)
 - 4.5.4. Time required for the CEO to report on problem and action required to all staff
Target 100% within 5 working days from resolving the problem (8 days from Notice)
- 4.6. Other TPF KPIs
 - 4.6.1. Reply to all Partner questions.
Target 100% within 1 working day.
 - 4.6.2. Repayment of Owner-Partner and Investor-Partner deposits, post or bank transfer.
Target 100% within 1 working day.