

Star Rating quick facts

What does a Defaqto Star Rating mean?

Defaqto’s vision is to help people make better financial decisions. Star Ratings are a key element of how they achieve this, by helping people instantly understand where a product or proposition sits in the market.

Star Ratings award a product or proposition a rating of 1 to 5, depending on the quality and comprehensiveness of the features it offers.

Defaqto Star Rating	Description
	One of the best quality offerings on the market.
	A very good product compared to the rest of the market.
	A standard product compared to the rest of the market.
	A limited product compared to the rest of the market.
	A basic product compared to the rest of the market.

What is the benefit to me as a call centre adviser?

Star Ratings are an effective sales tool, promoting product quality. They offer a competitive advantage and can be used as a valuable differentiator in consumer communication.

- An easy and impactful way of communicating the quality of your product to new and existing customers
- An independent, unbiased product assessment that consumers, advisers and brokers can trust
- An industry standard for indicating where your product sits in the market in terms of feature quality and comprehensiveness.

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What is the benefit to the consumer?

Star Ratings are an independent and trusted industry standard for assessing the quality of a financial product - they help consumers understand where your product sits in the market in terms of feature quality and comprehensiveness.

Who is Defaqto?

Defaqto is an independent financial research and software company specialising in rating, comparing and analysing financial products and funds.

Defaqto's experts validate and analyse the data to provide insight and consultancy to all layers of the financial services sector including financial advisers, mortgage and general insurance brokers, product providers, web aggregators and the public sector. This data also underpins its product ratings, provider and intermediary product research tools and web services.

Why are Defaqto Star Ratings better than other ratings, such as those found on comparison websites?

- Defaqto is a leading independent financial research agency in the UK - Star Ratings are therefore backed by a trusted and unbiased brand
- The Star Ratings methodology is transparent, stringent and consistent
- Uniquely, Defaqto rates products not the providers - and aims to rate all products in any given market
- Defaqto does not have ties with any provider - providers do not pay them to rate their products

Are all products in each area rated?

Yes. Defaqto aims to rate all products in nearly 50 separate product areas covered by its Star Ratings.

Is Defaqto paid to rate products?

No, providers do not pay Defaqto to rate their products. Defaqto does not have ties with providers and every product is rated independently. However, if a provider wishes to promote their product's Star

Ratings then a licensing fee is charged.

Is our rating guaranteed for the life of the product?

- Star Rating criteria is reviewed annually and adjusted to reflect changes in the market
- Our expert analysts then use these criteria to assign each product a Star Rating. A Star Ratings licence expires on 31 January each year.
- Licences are valid provided the features and benefits of the product remain unchanged throughout the year
- Any change must be reviewed by Defaqto against the rating criteria. If any change results in a reduction of product quality, Defaqto could withdraw the rating.