

 <p>CONSUMER CREDIT <i>Counselling Service</i> A Registered Charity</p>		 <p>THE CHARITY AWARDS 2009 10<sup>TH</sup> ANNIVERSARY <b>WINNER</b></p>
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### **Press Release**

#### **Debt charity wins equity release newcomer award**

CCCS Equity Release, a subsidiary of leading debt charity Consumer Credit Counselling Service (CCCS), has been commended for its ground-breaking new service which offers equity release advice without fees to clients in need. CCCS Equity Release was named Best Financial Adviser Newcomer at the Equity Release Awards on Friday (November 12).

Supported by consumer champion Which?, CCCS Equity Release allows older clients of the debt charity to deal with their debt problems and improve their quality of life while being able to keep their own home. Launched in 2010, it has been highly successful in advising the increasing number of people who are in debt and aged 60 and over.

The unique qualities of CCCS Equity Release are that there are no fees for the advice and all advisers are paid by means of salary, with no commission, sales targets or sales bonuses. Each client is talked through a detailed advice process and personal recommendation report to ensure the client understands the implications of equity release and receives impartial advice.

Steve Nicholson, Chief Financial Officer at CCCS said:

“We are proud to offer clients a safe environment in which to explore their equity release options. We provide access to free, expert and unbiased advice in this complex and specialist area.

“The aim of our team, led by CCCS Equity Release manager Tom Moloney, is to ensure that all clients have the knowledge and confidence to make informed decisions.”

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**Notes for editors:**

1. CCCS Equity Release offers free, impartial advice and is wholly owned and run by the UK's leading debt charity, Consumer Credit Counselling Service (CCCS).
2. CCCS Equity Release assess all products and providers before making a recommendation and work with providers to ensure all clients have access to the best plans with competitive interest rates and fair terms and conditions.
3. CCCS operates a dedicated free-phone helpline (0800 138 1111), open 8am to 8pm, Monday to Friday.
4. CCCS's ethos is to help the “can't pays”, not the “won't pays”, and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual's situation.
5. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client.