

Investment Life & Pensions
Moneyfacts[®]
Awards 2025

Categories and Methodology



PROVIDER CATEGORIES

The finalists and eventual winners of the Investment Life & Pensions Moneyfacts Awards are decided by a combination of methods. Two elements make up the product-specific categories: the first is a financial adviser testimonial process that takes place between 3 February 2025 and 4 April 2025, whereby advisers are offered the chance to submit testimonials for their preferred providers, with online submissions in each relevant category across the full range of protection, retirement and investment products. Advisers are free to nominate any providers they wish, rather than having to select from a predetermined shortlist.

These results are then given over to the analytical expertise of our research team, who then thoroughly examine the pricing and features of each provider's product during the preceding 12-month period to come to the final decisions.



ADVISER CATEGORIES

Throughout spring, entries are invited from advisers. We also consult our provider contacts for their thoughts on who should be considered. Advisers complete a questionnaire providing details of their organisation, their level of expertise and how they deliver their advice proposition and are asked to support this with evidence of their ability to deliver award-winning service. Based on submission quality, a shortlist is drawn up and announced in May. Shortlisted advisers can then invite testimonials (submitted via an online form) until late June 2025. An internal judging panel assesses these to decide upon the final positions.

| | Provider Product Categories | Provider Service Awards | Adviser Categories |
|---|-----------------------------|-------------------------|--------------------|
| Best Annuity Provider | ✓ | | |
| Best Business Protection Provider | ✓ | | |
| Best Claims Support | | ✓ | |
| Best Critical Illness Provider | ✓ | | |
| Best Discretionary Fund Manager | ✓ | | |
| Best Equity Release Provider | ✓ | | |
| Best Equity Release Service | | ✓ | |
| Best ESG Provider | ✓ | | |
| Best Ethical Discretionary Fund Manager | ✓ | | |
| Best Ethical Investment Provider | ✓ | | |
| Best Group Pension Provider | ✓ | | |
| Best Group Protection Provider | ✓ | | |
| Best Health Cash Plan Provider | ✓ | | |
| Best Healthcare Service | | ✓ | |
| Best Income Drawdown Provider | ✓ | | |
| Best Income Protection Provider | ✓ | | |
| Best Investment Bond Provider | ✓ | | |
| Best Investment Fund Provider | ✓ | | |
| Best Investment Service | | ✓ | |
| Best Investment Trust Provider | ✓ | | |
| Best Junior ISA Provider | ✓ | | |
| Best Managed Portfolio Service (MPS) Provider | ✓ | | |
| Best Multi-Manager Provider | ✓ | | |
| Best Online Service | | ✓ | |
| Best Pension Administration Provider | ✓ | | |
| Best Pension Service | | ✓ | |
| Best Personal Pension Provider | ✓ | | |
| Best Private Medical Insurance Provider | ✓ | | |
| Best Protection Service | | ✓ | |
| Best SSAS Provider | ✓ | | |
| Best SIPP Provider | ✓ | | |
| Best Stocks & Shares ISA Provider | ✓ | | |
| Best Structured Products Provider | ✓ | | |
| Best Structured Products Service | | ✓ | |
| Best Tax and Estate Planning Solutions Provider | ✓ | | |
| Best Use of Technology in the Investment Life & Pensions Sector | ✓ | | |
| Best Term Assurance Provider | ✓ | | |
| Best Venture Capital Trust Provider | ✓ | | |
| Best Wrap/Platform | ✓ | | |
| Equity Release Adviser of the Year | | | ✓ |
| Innovation Award | ✓ | | |
| Investment Adviser of the Year | | | ✓ |
| Paraplanner of the Year | | | ✓ |
| Protection Adviser of the Year | | | ✓ |
| Retirement Adviser of the Year | | | ✓ |
| Service Beyond the Call of Duty | | ✓ | |
| Structured Product Adviser of the Year | | | ✓ |
| Tax and Estate Planner of the Year | | | ✓ |