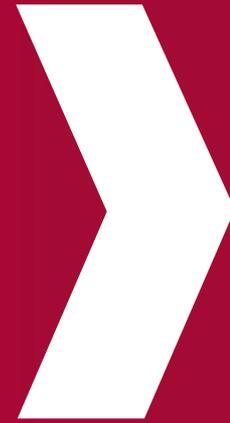


Positive Locate

The quick, reliable and flexible way to unite individuals with their assets



Treat your customers fairly, unify them with their lost assets more efficiently with Equifax Positive Locate

At least 25-30% of life and pension policies are currently orphans (source: Navigant RDR update October 2011). This equates to circa 30 million orphan accounts, predicted to rise to c40 million by RDR deadline. One in 3 people believe they have a dormant account of some description and 11% of the population move house each year.

Against this backdrop, it is no surprise that there is an estimated £15 billion in unclaimed assets sitting in financial institutions throughout the UK. In addition, the FSAs 'Treating Customers Fairly' directive is ensuring heightened regulatory scrutiny in this area.

Why should Life & Pension providers use Equifax Positive Locate?

- › Find the right person faster and more frequently
- › Save money on your administration costs by only contacting relevant parties
- › Enhance your brand reputation through pro-active asset re-unification
- › Re-energise orphan customer relationships and reveal new sales opportunities
- › Target orphan accounts neglected by your competitors
- › Evidence your commitment and adherence to TCF compliance

Why Trust Equifax Positive Locate?

Highest Quality Data Sources

- › Financial activity based data sources which are updated daily
- › Unrivalled history of address movements allows you to trace historical accounts thus maximising the effectiveness of your tracing efforts

Quick & Convenient

- › Individual searches can be carried out quickly and conveniently online
- › User-controlled batch service for larger volumes (up to 250,000 records)

Compliant

- › Equifax Positive Locate is fully compliant with Data Protection legislation



"We selected Equifax Positive Locate following a trial that put several different service providers to the test. Equifax returned the best results, but that was not the only reason we have now implemented this solution across our business. The ease with which we could integrate Positive Locate with our processes was also crucial."

- Brian McPhail, Head of Customer Services at ReAssure

Why not contact us today for a trial and compare our success rates against your current provider?
touchstone@equifax.com or call 01236 722000