



Non-Standard Home

Product Type

An insurance product suitable for residential premises where there may be a non-standard element (such as, but not limited to high value items, previous loss history, unusual construction)

What demands and needs are met by this product?

This product is designed for customers who require cover for a domestic residential home and its contents against physical loss or damage, but where there is a non-standard element to the risk

Who is this Product Designed for?

This product is suitable for personal lines customers requiring to insure occupied residential premises where there is a non-standard element to the risk

Who is this product not suitable for?

This product is not suitable for commercial properties and properties located outside of the UK, Channel Islands and Isle of Man.

How do we expect this product to be distributed?

This product could be distributed through a variety of sales channels.

What are the distributor value considerations?

Distributors should consider the impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, premium finance charged at an elevated rate of APR. Our expectation is that additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.

Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by your product.

