



## Standard Home

### **Product Type**

An insurance product suitable for standard domestic homes that are normally occupied.

### **What demands and needs are met by this product?**

This product is designed for customers who require cover for a standard domestic residential home and its contents against physical loss or damage.

### **Who is this Product Designed for?**

This product is suitable for personal lines customers requiring to insure normally occupied residential premises.

### **Who is this product not suitable for?**

This product is not designed for commercial properties and homes not normally occupied or of non-standard construction.

### **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.

