



## Uinsure Household and Non-Standard Fair Value Assessment

Product review date: August 2024

Next scheduled update: August 2025

Information required	Details
Product characteristics	<p>Uinsure's Household Insurance product is designed to protect consumers against losses arising from damage to a residential property, together with furnishings, fixtures and fittings and other tangible assets located in the property. The cover also protects consumers from losses arising from liability against third party property damage and bodily injury that may occur within the property owner's boundaries. Uinsure's Household Insurance product is Defaqto 5 star rated.</p> <p>Uinsure's household product has no fees to make changes to the policy such as mid-term amendments or cancelation.</p> <p>Customers can select an excess from £100-£500 for buildings and contents claims, £350 minimum excess for escape of water and £1000 for subsidence claims.</p> <p>Key exclusions are wear and tear, unoccupancy, and damage caused by normal weather conditions, such as fences being damaged which or where weather conditions that do not meet the definition of a storm.</p>
Uinsure's product approval process	<p>Uinsure has applied its Product Governance, Oversight and Fair Value Framework in reviewing this product, which sets out to establish the following:</p> <ul style="list-style-type: none"><li>• whether the product is compatible with the needs, objectives and characteristics of the target market;</li><li>• whether the distribution strategy is consistent with the identified target market; and,</li><li>• whether the product provides fair value to customers in the target market for a reasonably foreseeable period.</li></ul> <p>In doing so, Uinsure takes an evidence-based approach, reviewing quantitative and qualitative information on the performance of the product.</p> <p>In determining whether the product provides fair value, both initially and for a reasonable foreseeable period, the framework requires that Uinsure analyse all costs associated with the</p>

	<p>product, and measure these against the benefits the product and service provides to customers.</p>
<p><b>The product's target market</b></p>	<p>The target customer for the Home Insurance and Non-Standard product is primarily UK based retail consumers who are seeking to secure home finance using a mortgage. Uinsure has also identified that this product is suitable for those customers purchasing property via other funding methods, re-mortgaging, or those who have no mortgage however still desire comprehensive cover for their buildings and contents.</p> <p>The fundamental needs of this target customer are to satisfy conditions in a regulated mortgage contract, and to protect their assets, where the insured property is within the UK. This has been the target market for Uinsure's Home and Non-Standard products since their inception, and this continues to be the case. The product has not materially changed bar some improvements / enhancements and therefore we find that the product remains consistent with the needs of the target market.</p> <p>Uinsure's 2024 annual product review found that this product was being consistently distributed to the intended target market set out above.</p>
<p><b>Who is this product not suitable for?</b></p>	<p><b>Uinsure home insurance</b></p> <p>Uinsure's standard home insurance product is not suitable for customers who need to insure a listed building, buildings of non-standard construction (such as buildings that are not built with brick, stone or concrete walls). Uinsure's standard home insurance will not be suitable for customers who intend to leave their home unoccupied for more than 60 days, those with homes that are undergoing building work, or those who wish to use their home for business purposes (other than clerical work). Customers with unspent criminal convictions, or are pending prosecution are also ineligible unless their offenses are motoring related.</p> <p><b>Uinsure non-standard insurance</b></p> <p>Uinsure's non-standard insurance product is not suitable for consumers who do not have:</p> <ul style="list-style-type: none"> <li>- A listed building</li> <li>- A property constructed of anything other than brick / stone with a roof of slate / tile</li> <li>- Claims higher than one claim with a value of £3000 or more</li> <li>- Business use at the property</li> <li>- Ongoing building work</li> <li>- Previous subsidence or flooding</li> <li>- Criminal convictions</li> </ul>

Does the product offer fair value for a reasonably foreseeable period? Including details of how Uinsure has determined this.

- Any type of insurance cancelled or refused in the past.

Uinsure's Household and Non-Standard products provide fair value for the specific target market set out above, for a reasonably foreseeable period.

Average claims payout remains high and inline with the FCA Gi benchmark indicating when customers claim they receive great value in comparison to the premiums paid for the policy.

Claims trends are in line with what has been seen in previous years with AD, EOW and Storm being the most frequently claimed against perils. Claims process and outcome has been analysed for each insurer on the panel and all insurers offer fair value to the customer.

At renewal Uinsure re-quotes all its customers with each member of the panel, if the price is cheaper with another insurer Uinsure would rebroke them for 1p. This is a benefit to customers as it means they will always get the most competitive price Uinsure can offer.

The distribution strategies Uinsure has established are appropriate considering the needs of the target market. The costs associated with Uinsure's distribution methods are outweighed by the benefits of advice, quality service and access to comprehensive home insurance cover. Through Uinsure's broker and network distribution routes, the costs associated with advice and distribution were assessed and found to be fair, given the importance of receiving advice and having access to high quality insurance cover.

Cancellations remained consistently low for this product.

Uinsure has assessed complaints data as part of the product oversight and fair value review, and no systemic issues have been identified as arising from complaints that indicate that a customer is not receiving fair value or that the product is unsuitable for a specific segment of the target market. With the top 3 complaint reasons being –

- Delays
- Admin errors
- Not following instructions

The product review also evidenced that customers are highly

	<p>satisfied with Uinsure’s products and support services. Customers polled throughout various touchpoints along the customer journey responded positively about the information provided by Uinsure about the policy and supporting services, as well as the actual support that they have received. It is encouraging that there was not a significant drop off in customer satisfaction at point of claim, which is broadly considered the most stressful point in the customer journey for all retail insurance products.</p> <p>Uinsure has achieved a Trustpilot rating of 4.5 out of 5 throughout 2023 and into 2024. The high Trustpilot score indicates that the services provided alongside the product are meeting or exceeding customer’s expectations. This, coupled with the high customer satisfaction and understanding scored helped evidence that Uinsure is providing fair value, enhancing customer understanding, and providing good customer support alongside its products.</p> <p>At renewal, customers are charged a rate of commission that is either lower or the same as the rate of commission Uinsure would charge a new customer. Uinsure has appropriate systems and controls in place to ensure compliance with the FCA’s renewal price remedy.</p> <p>In conclusion, Uinsure has evidenced that its policy provides fair value to its target customers as it:</p> <ul style="list-style-type: none"> <li>• provides comprehensive cover;</li> <li>• performs broadly in line with the rest of the market;</li> <li>• pricing is fair for a comprehensive 5 star defaqto rated policy,</li> <li>• provides high quality customer support, evidenced by high customer satisfaction scores across the board, including evidence of good consumer understanding of the product.</li> </ul>
<p><b>Are there any specific groups of customers who are unlikely to receive fair value from the product</b></p>	<p>No groups of customers that are eligible to claim on the whole product have been identified as groups that would not receive fair value from this product.</p>
<p><b>Details of any considerations not accounted for by</b></p>	<p>Uinsure has considered the incidence of the following optional additional extra covers on the Household insurance product:</p> <ul style="list-style-type: none"> <li>• Close Brothers Premium Finance</li> </ul>

**Uinsure, which may detract from the value of the product**

- Uinsure Home Insurance Family Legal Protection
- Uinsure Home Insurance Home Emergency Cover

If your firm has the right to package the product further than simply providing the add on products listed above, please be aware that doing so has not been assessed for fair value by Uinsure Limited, and as such, you will need to consider whether offering the products together will result in fair value being provided to the end customer independently.

If your firm has the right to add fees or add additional commission beyond the standard amount set out in the TOBA, then exercising this is likely to detract from the value intended by the product.