

# PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	Zurich
Product name	Geo Standard Home (Bravo)
Class of Business	Home - Buildings & Contents
Date	16/12/2022
Our Status	Co-Manufacturer

## Product information

This product meets the needs of a customer who requires insurance protection against loss or damage to their Buildings and/or Contents and legal liabilities that may arise from their ownership and/or occupancy of their primary home.

The product is suitable for a wide range of customers who are considered to be average home owners seeking buildings and contents cover, personal liability cover and the ability to add legal expenses and home emergency assistance if they wish.

## Target market

What customer need is met by this product?

This product meets the needs of a customer who requires insurance protection against loss or damage to their Buildings and/or Contents and legal liabilities that may arise from their ownership and/or occupancy of their primary home.

Who is this product designed for?

This product is suitable for a wide range of customers who would typically be considered an average homeowner, providing Buildings and Contents cover, Personal Liability cover with optional Legal Expenses cover and Home Emergency assistance.

Can this product be sold with or without advice?

This product can be sold with or without advice depending on the brokers preference and in line with FCA regulations.

How can I offer this product to my customer?

We would suggest that this product can be sold face to face or via telephone.

## Are there any groups of customers for whom this product would be unsuitable or would not provide the intended level of value?

This product is not suitable for properties that have adverse and / or non-standard risk features, such as having suffered from flooding, subsidence, heave, landslip or underpinning.

It also is not suitable for customers:

- who are considered mid or high net worth individuals
- whose buildings and / or contents are above or below our sums insured limits, which are set to meet our target market demographic
- who are planning to let the property on either a short or long term basis
- operating a business other than clerical work from the property
- who have unspent convictions.

## Other information which may be relevant to distributors

This product has been subject to our Product Governance process and has been reviewed and signed off by our Product Governance Committee as representing fair value to customers. Various MI metrics were used in this process including:

- Cancellation data
- Claims and complaints volumes
- Declinature rates
- Loss ratios
- Wordings review
- Breaches of Lloyd's/FCA benchmarks and tolerances
- Root cause analysis

Date Fair Value Assessment completed	16/12/2022
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All intermediaries who distribute our products are reminded of their regulatory responsibilities to assess fair value to customers where separate fees are charged and/or premium finance is arranged. This also applies where an add-on product (not manufactured by us) is sold alongside the core product. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value. We may from time to time request additional management information from our distributors to support the fair value assessment process.