



Preferred Choice
Home Insurance

ANYTHING BUT ORDINARY

Cover designed for mid net worth customers



A modern interior scene featuring a dark wood bar with two copper-colored stools in the foreground. Two glasses of amber liquid sit on the bar. In the background, a white bookshelf is filled with books, and a doorway leads to another room. A purple diagonal line is in the top left corner.

WELCOME

WELCOME TO PREFERRED CHOICE
HOME INSURANCE – DESIGNED FOR
MID NET WORTH CUSTOMERS WHO
DEMAND A HIGHER LEVEL OF COVER
AND SERVICE.

We understand your mid net worth customers have worked hard to be able to enjoy the best things in life. So they deserve specialist cover that looks after their buildings, contents and valuables in the most comprehensive way.

Preferred Choice allows you to offer them protection that meets their individual needs, in an all-encompassing product, with full accidental loss or damage worldwide. Backed by service that is anything but ordinary.



Email: personallines.trading@uk.rsagroup.com



WHY PREFERRED CHOICE

ANYTHING BUT ORDINARY

Preferred Choice stands apart by providing cover to aspire to, and the ability to trade with us however suits you best. A combination that is anything but ordinary in the home insurance market.

When you need to be sure, Preferred Choice gives you confidence that you are giving your customers important cover and dedicated service that truly meets their needs.

DELIVERING SERVICE WORTHY OF YOUR CUSTOMERS

Our UK-based specialist claims team is dedicated to delivering outstanding service. So you can rest assured that your customers' claims will be handled with speed and fairness.

From our emergency response vehicle and counter fraud unit to our unique supply chain network and the choice of how we settle claims, our claims service has been designed with you and your customers in mind.

MAKING LIFE EASY FOR YOU

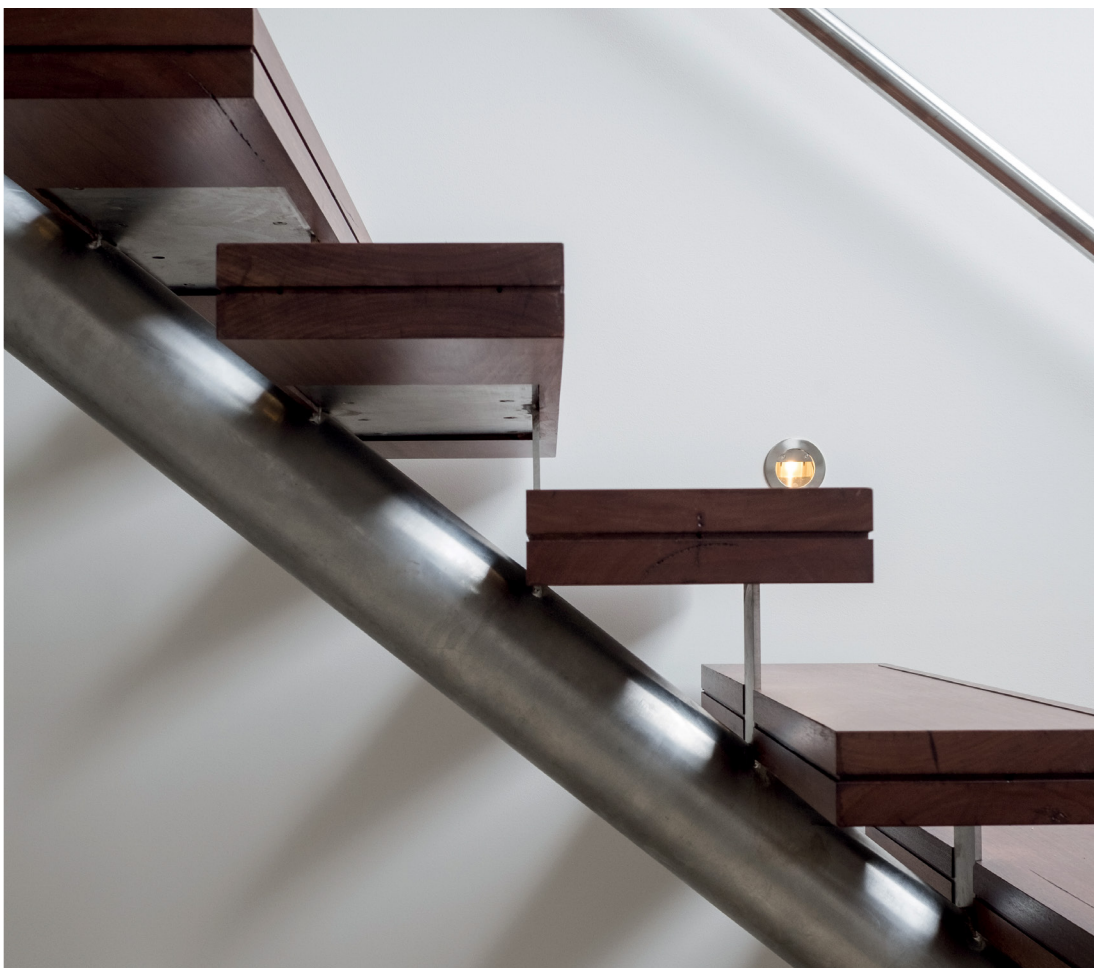
We are committed to working closely together to help you build your mid net worth book. With a strong appetite, easy access to decision makers and the speed and accuracy of our policy documents, we take care of all the details. Leaving you free to concentrate on growing your business.

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THE NUMBERS ADD UP

Right across RSA, we deliver great value in everything we do.

Our Preferred Choice product is designed specifically to meet the high standards and needs of your mid net worth customers, and is competitive in terms of pricing and remuneration for you.



DEDICATED TO YOU AND YOUR CUSTOMERS

Our dedicated Personal Lines trading team, supported by a team of specialist underwriters, have the expertise you need to help you help your customers.

Their regional trading know-how can support you in building strong relationships and growing your mid net worth business.


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HIGHLIGHTS OF OUR COVER

BUILDINGS

- Cover up to £1,000,000
- Trace and Access up to £15,000
- Up to three years for alternative accommodation.

CONTENTS & VALUABLES

- Cover available from £75,000 up to £200,000
- All-risk worldwide coverage
- Defective title cover up to 20% of the valuables sum insured
- £100,000 legal expenses cover included as standard.

ALL POLICIES

- Full accidental loss or damage worldwide
- 24 Hour Home Emergency Assistance helpline and call out up to £500
- Excess waiver for claims over £10,000*
- Average and warranty free
- Legal expenses cover up to £100,000.

PERSONAL CLAIMS SERVICE

- A choice in how we settle claims, with a service designed around you and your customers
- Dedicated UK-based claims team.

ADDITIONAL BENEFITS

- Hired marquees £20,000
- Hand or wind propelled watercraft (up to 12 feet in length) £5,000 per craft
- Hole in one £500
- Identity fraud £50,000 (with inner limits)
- Students' contents
- Religious festivals and wedding gifts.

*Buildings policies only.

[Click here to see full cover and limits at **rsabroker.com**](#)



ANYTHING BUT ORDINARY FOR YOU

THE RIGHT FINANCIALS

As with all our products, our focus is firmly set on delivering great value to your customers, together with the right level of commission for you.

MAKING DOING BUSINESS EASY

We understand the importance of being easy to deal with. So we're open to doing business however suits you best, in the fastest and simplest way possible. That's why, as well as the option to talk to our Broker Trading Team, we've developed e-trading systems on Acturis and RSA Online. Giving you access to our most efficient way to trade.

BUILDING STRONG RELATIONSHIPS

We work hard to differentiate ourselves in our chosen markets by adding value to our relationship with you, and your relationship with your customers.

Our approach can clearly be felt in our claims service, where getting your customer back to normal as quickly as possible is at the heart of everything we do.



TALK TO OUR TEAM

We are here to help you make the most of any mid net worth opportunities you may have.

To contact our Personal Intermediated
Broker Trading Team

Email: personallines.trading@uk.rsagroup.com



Preferred Choice
Home Insurance

OTHER HOME INSURANCE PRODUCTS

Clearchoice

Clearchoice is our mass market home insurance product. It provides protection for buildings, contents, or both as combined cover.

Clearchoice offers significant levels of cover as standard and includes the option to add extras and adjust excess amounts in line with the needs of your customers.

Oak Home Insurance

Private Client insurance through Oak Underwriting offers tailored home insurance for high net worth customers.

It provides a blend of quality cover for buildings, contents, personal possessions and valuable collections with exceptional service.