Product Governance Review

Fair Value Assessment – Tailor Made Home Insurance

This information is for distributor use only and not intended for customer use

Fair Value Assessment Outcome: Tailor Made Home Insurance

Key findings

Product Overview	
This is a High-Net-Worth Household Insurance product suitable for those wishing to insure some aspect of their private household risk, including but not limited to buildings, contents, collectables, Jewellery, and associated liabilities. See detailed Target Market Statement for detail on the range of customers the product is designed for as well as the groups of customers for whom the product is not appropriate and will not provide the intended value.	
Year Fair Value Assessment Completed	**2024**
Fair Value Assessment Outcome AXA XL has conducted a comprehensive review of this product against the specified metrics, considering whether the insurance product remains consistent with the needs of the identified target market and whether the intended distribution strategy remains appropriate. The review has determined that this product continues to provide fair value in compliance with the FCA's Product Intervention and Product Governance Sourcebook (PROD). This product will therefore be monitored as per BAU and reviewed again in 12 months as per PROD 4.2.34 requirement to undertake regular product reviews. • **Claims Repudiation Rate** • **Claims Complaints as a % of Total Claims** • **Policy Cancellation Frequency** • **Gross Loss Ratio** • **Total Acquisition Ratio** Our approach to this product review has utilised data and MI readily available to AXA XL to conduct a quantitative analysis. Additionally, we have also performed a qualitative review. As a distributor, you may wish to consider metrics you hold in conjunction with this assessment. On conducting your own review, where issues are identified that are not identified within this review, please notify us so we can consider the impact on the product in our capacity as carrier.	
Other factors which may be relevant to distributors	
n/a	

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