

# Qlaims Insurance for Homes

## TARGET MARKET STATEMENT

Product Name	Qlaims Insurance for Homes.
What is the target market for this product?	Targeted at homeowners and tenants who purchase insurance for their homes, including buildings and/or contents and personal possessions.
Are there any types of customers for whom this product would not be suitable?	<ul style="list-style-type: none"> <li>Customers where the value of their insurable property assets would not exceed the policy's claims Threshold.</li> <li>Customers whose property at risk is outside of the Great Britain and Northern Ireland.</li> </ul>
What are the key value elements of the product that are important for the target market?	<ul style="list-style-type: none"> <li>Fast response to a customer following a loss.</li> <li>Providing the customer with an independent advocate in the claims process who will assist in obtaining the fair and correct settlement of the claim.</li> <li>Giving customers access to professional claims expertise to prepare and present their claim on their behalf.</li> </ul>
Are there any notable exclusions or circumstances where the product will not respond?	<p>The product will not respond,</p> <ul style="list-style-type: none"> <li>unless there is a valid claim on an underlying policy;</li> <li>where the claim is estimated to be less than the policy's claims' Threshold (or underlying insurer's excess if greater);</li> <li>where the loss is outside of Great Britain and Northern Ireland;</li> <li>on any claims that are not classed by the underlying insurer as physical loss or damage to insured property;</li> <li>on any professional fees of any type, other than those of the Claims Specialist appointed by Qlaims;</li> <li>subsidence claims, if the insured property had already been damaged by subsidence before the policy start;</li> <li>for claims of cyber loss;</li> <li>for claims for loss or damage caused by any direct or indirect consequence of war, or terrorism (unless otherwise referred and endorsed by Qlaims);</li> <li>Loss or damage caused by biological, chemical, nuclear or radioactive pollution or contamination or explosion.</li> </ul>
How can this product be sold?	Distribution of the product is only permitted by brokers/partners approved by Qlaims and have signed a Terms of Business Agreement with Qlaims.
Can this product be sold without advice?	Yes

July 2025