

Preferred customers: Property coverage

When you're looking for the right coverage for your customers, use these guidelines to help determine who is the best fit for our home insurance products. Take a look at our preferred characteristics here to get a sense of where your customers fall within our appetite.

Who is our preferred customer?

These characteristics are what we're looking for in potential property customers.

- ✓ They take pride in maintaining their home and see the value in protecting the items that are most important to them.
- ✓ They do not require coverage for specialty or designer belongings.
- ✓ They're careful about safety and savvy about insurance, and prefer to deal with a broker.
- ✓ They are financially secure with strong credit.
- ✓ They have an existing relationship with you or your brokerage, and have purchased insurance through you before.

Our preferred coverage values

Coverage A

\$500,000–\$1,500,000 (BC and Ontario);
\$400,000–\$1,000,000 (other provinces)

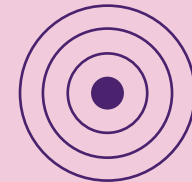
Coverage C (condo)

\$50,000–\$125,000

For our best available coverage, we recommend our Platinum Plus home insurance. [Check out our brochure for more details!](#)

Good to go

We have the most appetite for risks with these characteristics.



Customer profile

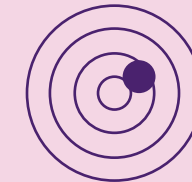
- ^ Uses the home as their personal residence for themselves and their family
- ^ Doesn't use the home for commercial purposes (unless it meets the home business eligibility)
- ^ No claims in the past three years
- ^ No cancellations by previous insurers

Residence profile

- ^ Less than 25 years old and is fully updated
- ^ Uses standard heating and is protected by fire hydrants
- ^ Contains limited high-value or luxury contents (fine art, designer furniture, etc.)
- ^ Collections, including high-value accessories (handbags, shoes, scarves, etc.), do not exceed \$50,000

Proceed with caution

Risks with these characteristics may be considered with a referral to underwriting.



Customer profile

- < Has no insurance history
- < Has an explainable gap in their coverage
- < Has their home registered in a company name for estate planning purposes only

Residence profile

- < Total insurance value is between \$3M and \$5M
- < Has had a loss in the past three years
- < Has a business on premises
- < Has semi-protected or unprotected risks
- < Is an older home (25+ years)

Please note: all quotes are subject to broker binding authority.

Concerns about a risk?

This document is for guidance only. If you have any questions about a specific risk, please contact one of our underwriters—they'll be happy to help better determine what is and isn't within our appetite.

For more resources like this, visit rsabroker.ca.