



Rated by Experts

Leading the market in
clarity and transparency



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Overview

Our product ratings use a set of 'red line' criteria to calculate an underlying score for each product, which translates to a star rating.

Products can achieve between one and five stars. The more comprehensive the product, the more likely it is to be rated highly.

To achieve a five-star rating, products must meet all of our red line criteria. We focus on core product features, and don't give extra marks for unnecessary features or optional extras.

Our current red line criteria are contained in the following pages.

We do not consider price when calculating these ratings.

Red line requirement 1 – Have a compulsory excess of £100 or less

Compulsory excess is what needs to be paid towards a claim being made. Policies need to offer a compulsory excess of £100 or less to pass this red line. This does not include any voluntary excess which is added by the customer.

Red line requirement 2 – Escape of water (plus compulsory excess) must not be higher than £350

To pass this red line, the combined cost of the escape of water excess and the compulsory excess cannot be higher than £350.

Red line requirement 3 – Replace non-damaged items that are part of a set

This red line ensures that if a part of a matching set such as a sofa or bathroom suite is damaged, the policy will offer to contribute towards (50%) or cover the cost of a new set, to search for a replacement to match or replace the set if a replacement cannot be found.

Red line requirement 4 – Offer £1000 or more for replacement keys and locks if lost or stolen

To pass this red line, a policy must offer more than £1000 of cover for replacing stolen or lost keys and damaged locks. This provides customers with reassurance that enough cover is provided, and they are covered if they lose their keys by mistake.

Red line requirement 5 – Offer £15,000 or more for alternative accommodation for contents insurance

Policies must provide a minimum of £15,000 if a customer is no longer able to live in their home due to damage to the house such as fire or flood. It allows customers to find a place to live until the house has been repaired.

Red line requirement 6 – Offer £500 or more of cover for money kept at the home

Policies must offer cover for money kept within the home for up to £500 or more.

Red line requirement 7 – Cover pedal cycles indoor as standard

To meet this red line, policies must cover pedal cycles inside your home as standard. Policies that add this as optional will fail the redline.

Red line requirement 8 – £5,000 or more of cover for anything stolen from outbuildings

Policies must offer a minimum of £5,000 for theft from customer's outbuildings such as garages.

Red line requirement 9 – Replace damaged or stolen items with new ones

Also known as 'new for old'. Policies must replace missing or damaged contents as if they were brand new with the exclusion of wear and tear applicable to some e.g. linen or clothing.

Red line requirement 10 – Offer £2 million or more of cover for property owner liability

Policies will cover for the legal liability the customer has as owner for accidents that happen in or around the property. Cover of £2 million or more needs to be provided.

Red line requirement 11 – Offer £1 million or more of cover for liability to domestic employees - such as cleaners

This red line means policies must provide £1million for the legal liability customers would have to pay as compensation for causing illness, disease, physical injury or accident death to a domestic employee.

Red line requirement 12 – Offer 20% of sum insured or £10,000 or more to cover liability for tenants

Contents policies must offer 20% of the contents sum insured or £10,000 for the legal liability for the buildings under a tenancy agreement. This would be for renters who do not own the building but have contents needing to be covered. This redline does not apply to the overall home insurance or the stand-alone buildings insurance.

Red line requirement 13 – Does not charge more than £25 for an amendment fee

Policies must not charge more than £25 for amendment fee.

Red line requirement 14 – Does not charge a cancellation fee Policies must not charge a cancellation fee after 14 days.

Red line requirement 15 – Have a helpline.

Policies must provide a general enquiries line to help customers with general enquiries about the policy before purchase.

Red line requirement 16 – Protection against inflation (Contents)

Policies must provide content index linking or offer a high contents sum insured to ensure customers are covered from the risk of inflation. Policies that offer a standard sum insured of £60,000 or more pass the redline. Policies that ask the customer to estimate their contents sum insured without index linking will fail.

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