



# Ready-to-use web copy about tenants contents insurance

In your marketing toolkit, you can find a whole suite of photography to use. Please ask your website team to use the content and images on your website in an area where tenants are likely to see it.

**Important note:** Please don't edit the approved wording. It's been signed off as 'compliant' with the Financial Conduct Authority guidance. Also, where copy has asterisks (Eg \*), please ensure that you include all the relevant qualification wording and any related footer notes. These will need to appear as closely as possible to the message and before a 'call to action' so it's easy for the customer to review in context to the content. Remember, if you do decide to create your own materials using this wording, you'll need to submit it for sign off first by emailing [tcischemes@marsh.com](mailto:tcischemes@marsh.com). This is due to strict regulations around the promotion of financial products such as insurance.

## Let's protect what makes your place a home

You have a home full of things that you need and love – clothes, TV, kitchen appliances, keepsakes, furniture, and gadgets. Surely, if stuff's worth owning, then it's worth protecting.

As your landlord, we insure the building and anything we provide, but we don't cover your home's contents and belongings. Ask yourself, would you need help with the cost of putting things right after a kitchen fire, a washing machine flood, or a break in? It could get pretty pricey. But don't worry – tenants contents insurance financially protects your home's contents.

### A thumbs-up from us


It's good to know you're choosing contents insurance that's been given our thumbs-up. We've worked with our insurance provider, RSA, to make sure the cover, price, and service could be suited to your needs. Over 25,000 tenants just like you have chosen them for their tenants contents insurance\*.


\*Number of customers with an active tenants contents insurance policy – April 2023.

### Ready to find out more?

If tenants contents insurance sounds like a good idea, you can find out more and apply today.

 <https://www.rsainsurance.co.uk/tenants-contents-insurance/>

 Call **0345 671 8172** if you have any questions or would like to apply by phone

 Ask us for an application form

## What you need to know about RSA's tenants contents insurance

- Tenants contents insurance financially protects the contents in your home, garage, and shed.
- Cover includes improvements you make to your home, such as new laminate flooring or a fitted kitchen.
- Prices start from as little as 45p per week, £1.47 per month, or £15.65 a year\*\* for contents insurance.

\*\*Prices shown are for £4,000 of contents insurance cover, based on postcode area and include a transaction fee. They exclude accidental damage and optional covers. The price you pay will depend on your individual circumstances, postcode and cover chosen. RSA price data June 2023.

- You can pay weekly, fortnightly, monthly, or annually – whatever suits you best.
- No nasty surprises - no excess on claims and no fees for changing your details or cancelling your policy.
- You don't have to have special door or window locks – as long as your external doors lock, it's fine.
- You can upgrade your cover to protect your home's contents against accidental damage.
- You have the option to protect your belongings whilst away from your home, and if you have them, you can also cover your bicycles, hearing aids, and wheelchair/mobility scooter(s) whilst away from your home.
- More than 25,000 tenants have already chosen RSA's tenants contents insurance\*, so they understand what you need from them.

\*Number of customers with an active tenants contents insurance policy – April 2023.

- RSA will be there for you, if you ever need to make a claim and will put things right as quickly as they can.
- In the last three years, RSA has paid more than 3,700 claims with a value of £2.5 million\*\*\*.

\*\*\*RSA claims data January 2020 – Dec 2022.