

Niche home insurance specialists



90%
customer retention on renewal



We say YES
when many others decline



Advanced geomapping
= increased approvals



FLOODRE
available across product range

Distributed via **brokers only**



Underwritten on a property-by-property basis



Full UK coverage
including Northern Ireland, Isle of Man & the Channel Islands



 **Home Insurance Products**
Developed by Cherish, underwritten by AXA


Rated 5 Star by Defaqto



Cherish Home
Premium home insurance with unlimited buildings & contents.


Rated 5 Star by Defaqto



Cherish Home B&B
Cherish Home, plus essential features for owner-occupied B&B's, including Airbnb cover.


Rated 5 Star by Defaqto



Cherish Second Home
£1m buildings & £75k contents as standard. Cover for holiday rentals including Airbnb.


Rated 5 Star by Defaqto



Residential Landlord
£1m buildings & £75k contents as standard including listed properties.

Timber framed and listed property
No special terms applied



All products underwritten by 