

Target Market Statement

Product Name	Business Home
Who is the Product Designed For ?	This is a Retail product suitable for household owners of private homes who also carry out a element of business from the home.
Are there any specific characteristics, including customer vulnerability, which you should be aware of?	Customers who may be under financial or personal strain due to the impact of pandemic. All customers using this product must come to us via a broker, so will always have independent professional advice to guide them. This product is intended for single locations.
Who is this product not designed for, or are there any types of customer for whom it would not provide the intended value?	This Product is not designed for: ⬢ Overseas properties outside of the UK, Channel Islands and Isle of Man. ⬢ This product is not designed for clients living outside the United Kingdom. ⬢ Direct customers who do not have professional insurance advisors. Please refer to the policy documentation for full details of the covers and exclusions.
What are the key value elements of the product that are important for the target market?	A product specifically designed for the target market with policy covers tailored to customer needs.
What client need is met by this product?	This product is structured as a package product with the option to select optional covers (Accidental Damage Cover, Personal Possessions) The sections of cover available include: Buildings, Contents, Fine Art/ Antiques, Personal Valuables & Public Liability



Can this product be sold without advice?

This product should be sold in line with FCA regulations and can be sold with or without advice

How can this product be sold?

We suggest this product can be sold face to face, via telephone or electronic communication or a mix of these methods

How is value assessed?

We assess the value of our products based on a number of metrics as well as customer and broker insight.

In carrying out this assessment, we take in to consideration the standard remuneration in our Terms of Business Agreement with you. In addition, we will consider the add-ons that form part of our product.

If you sell additional add-ons (including premium finance) alongside our product of take additional remuneration, you may affect the value for your client and will need to take this in to consideration in your value assessment.

More detail on our product approval process can be obtained on request.

For broker use only

This information is intended for insurance professionals only and is not intended for distribution to the public.