

# Target Market Statement

---

---

**Product**

Property Owners

---

---

**Product type**

The policy provides coverage for buildings on All Risks basis, including any loss of rent/service charge following claim. The policy will generally provide full value cover in the event of a loss.

---

---

**Who is this product designed for?**

This is a specialised product sold directly, usually to sophisticated purchasers like fund managers / freeholders / property investors etc.

---

---

**Who is this product not be suitable for?**

This product is not suitable for consumer or SMEs, and is only suitable for large corporations. This is a specialist product sold by specialist brokers who have a clear understanding of the FCA definitions and therefore would not mis-sell the product.

---

---

**What demands and needs of the target market does this product meet?**

This product is designed for the fund managers / freeholders / property investors who require cover to be in place to compensate for any claims they must make for their property.

---

---

**How should this product be distributed?**

Sales for this product are all direct and all generally done in person. Email follow up then is carried out for further clarification.

---

---

**Distributors value considerations**

As a distributor, you should consider how your actions may impact on product value, for example, you should seek to avoid offering ancillary products alongside this product which may duplicate existing cover. Your commission, fees or charges passed onto clients must be proportionate to the service provided and provide fair value.

---

---

Arthur J. Gallagher (UK) Limited is authorised and regulated by the Financial Conduct Authority.  
Registered Office: The Walbrook Building, 25 Walbrook, London, EC4N 8AW. Registered in England and Wales.  
Company Number: 1193013.3  
<https://www.ajg.com/uk>