

# Target Market Statement

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**Product**

Cottagesure Holiday Cottage Complex Owners & Let Owners Insurance.

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**Product type**

This is a specialist insurance product helping to protect those that let a holiday home. This is a commercial lines general insurance product that is open to both new and renewal customers.

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**Who is this product designed for?**

The products provide specialist insurance cover for policyholders that let out their property to holiday makers

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

These products are not suitable for policyholders who aim to use the insured property as their primary residence.

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

These products meet the demands and needs of policyholders that let a holiday home in the UK. The products provide protection for property damage for buildings or contents, business interruption, loss of money, deterioration of food, liabilities insurance which includes domestic employee liability, public liability, legal defence costs and legionellosis liability.

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**How should this product be distributed?**

This product can be sold via a variety of sales channels, on advised or a non-advised basis, depending on the distributors preferred approach, and in line with FCA regulations.

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**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 the customer must be proportionate to the service provided and provide fair value.

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