

Target Market Statement

Product

Gallagher Leisure – Holiday Park and Residential Park Commercial Combined Insurance

Product type

This is a specialist insurance product designed to help protect Holiday Park or Residential Park operators. This is a commercial lines general insurance product which is open to both new and renewal customers.

Who is this product designed for?

Holiday Park and Residential Park Commercial Combined Insurance is suitable for a business which wants to insure their holiday or residential park against unexpected losses.

Who is this product not be suitable for?

This product is not suitable for businesses that do not operate a Holiday Park or Residential Park.

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

This product meets the demands and needs of Holiday or Residential Park Owners who want to insure their holiday or residential park business against unexpected losses.

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.

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.
