

Target Market Statement



Gallagher

Insurance | Risk Management | Consulting

Product

Home insurance

Product type

This is a general insurance product helping to protect a home. This is a personal lines general insurance product, which is open to both new, and renewal customers.

Who is this product designed for?

This product has been designed to meet the demands and needs of homeowners who require protection against loss or damage to their buildings and/or contents.

Who is this product not be suitable for?

This product is not suitable for multi occupancy properties, or those that use their properties for commercial purposes

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

This product meets the demands and needs of homeowners who require protection against damage to their buildings and/or contents contained within from a wide range of insurable events or circumstances.

How should this product be distributed?

This product can be sold via a variety of sales channels, on a non-advised basis 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.
