

Target Market Statement



Insurance | Risk Management | Consulting

Product

Intasure – Overseas Leisure Homes - Static Caravans, Chalets and Park Homes

Product type.

This insurance product is specifically tailored to offer a range of protections for individuals who own a Leisure Home overseas. It falls under the category of personal line general insurance and is available to both new and existing customers, including those seeking policy renewals.

Who is this product designed for?

This insurance product is specifically designed to cater to consumer clients who own a Leisure Home overseas, whether it is for personal use or for holiday rentals. It is suitable for individuals who use the property as their primary residence or as a secondary residence.

Who is this product not be suitable for?

This product is exclusively intended for clients who own property within our insurable territories. It is not suitable for clients who own property outside of these territories. Additionally, it is not suitable for clients who plan to engage in business activities beyond holiday rentals and clerical work with the property.

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

The product covers material damage to caravans, chalets, lodges or other letting property from a wide range of perils including (but not limited to), fire, flood, storm and escape of water.

How should this product be distributed?

This product is best suited to being sold through either face-to-face or telephony channels. The product may be distributed on an 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.
