

Target Market Statement



Gallagher

Insurance | Risk Management | Consulting

Product Intasure UK Leisure Home (Park Homes, Static Caravans and Chalets)

Product type

This is a specialist insurance product designed to protect Leisure Homeowners (Park Homes, Static Caravans and Chalets). This is a personal lines general insurance product which is open 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 in the UK, 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 the UK. It is not suitable for clients who own property outside of the UK. Additionally, it is not suitable for clients who plan to engage in business activities beyond holiday rentals and clerical work within the property.

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

This product meets the demands and needs of a Leisure Home (Park Home, Static Caravan and Chalet), owners who require protection against risks including loss or damage to their unit and/or contents contained within from a wide range of insurable perils which may include (but are not limited to) fire, flood, storm, theft and escape of water.

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 if these are not suitable or if they duplicate any of the covers of the core product. Your commission or fees (where Gallagher is not aware of these) or any administration charges passed onto the customer must be proportionate to the service provided and provide fair value.
