

Target Market Statement



Insurance | Risk Management | Consulting

Product

Just Landlords Unoccupied Property Insurance

Product type

This is a general insurance product helping to protect a residential property at a time when it is unoccupied. 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 provide cover for unoccupied residential properties for loss or damage to the property and/or its contents. Generally this will be due to renovations or in between tenants.

Who is this product not suitable for?

This product is not suitable for policyholders who are occupying the property as their main residence, for properties that are occupied by tenants, or where using the property is being used for business purposes as a commercial premises

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

This product meets the demands and needs of those responsible for property where the owner is not currently occupying the property, where protection is required 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 an advised or a non-advised basis, depending on the distributor's preferred approach, and in line with FCA regulations.

Distributors value considerations

As the distributor, we consider how our actions may impact on product value, for example, we would not offer any ancillary products alongside this product which may duplicate existing cover. We have reviewed our commission, fees or charges that are passed onto the customer to ensure they are proportionate to the service provided and provide fair value.
