

Target Market Statement and Fair Value Assessment

Brit Syndicates Limited has undertaken a product review in accordance with the FCA Product Governance (PROD 4) and our product governance obligations. This document is intended to provide a summary of the Target Market Statement and outcome of the Fair Value Assessment only.

For use by distributors only.

Product Name	UK Property Retail
Manufacturer	Brit Syndicates Limited is a core product co-manufacturer. Ancillary products are offered by third parties and are separate from Brit's offering.

Product Information

The UK Property Retail product has been subject to periodic controls and our POG process. The product has been reviewed and signed off by our POG panel as representing fair value to customers. This is in light of a review of the following MI:

- Cancellation Data
- Claims and complaint volumes
- Declinature rates
- Loss ratios
- Renewal retention rates
- Ex gratia payments
- Wordings review (technical and Plain English)
- Breaches of Lloyd's/FCA benchmarks and tolerances
- Root cause analysis

The Product is also in scope of the FCA's GI Value Measures Review which measures claims frequencies, claims acceptance rates, average claim pay-outs and claims complaints as a percentage of claims.

All claims are handled via a Delegated Claims handling Authority. Quarterly Technical File reviews are undertaken to ensure that all claims are handled appropriately against our internal metrics which centre around ensuring good customer outcomes.

All complaints are handled by the Brit Insurance in house Complaints Team. All complaints received are reviewed on a quarterly basis to understand the root causes and whether there are any systemic issues that require a review of the product design.

The Product has been subject to a fair value assessment considering the commission and fee information in the distribution chain as well as a suite of internal MI. We are satisfied the product offers fair value.

What customer need is met by this product?	
<p>The Product is designed to cover park homes and static caravans that are occupied by their owners as their permanent residence, or used as holiday homes (including holiday letting), within managed parks.</p> <p>Key benefits of the Park Home (Platinum) product is the blanket sum insured cover for residential customers, all risks nature and legal expenses.</p> <p>Products for holiday homes are at customer requested sums insured for the structure and contents, contain legal expenses and options for home emergency, malicious damage by tenants and removal of drain down requirement.</p>	
Target Market	
<p>The product is targeted at UK domiciled customers and insured risks, who are owners of park homes and static caravans that are occupied by their owners as their permanent residence, or used as holiday homes (including holiday letting), within managed parks.</p>	
Types of customer for whom the product would be unsuitable	
<p>The product is not suitable for a standard household property or for commercial use.</p>	
Any notable exclusions or circumstances where the product will not respond	
<p>Key exclusions:</p> <ul style="list-style-type: none"> • Loss or damage caused by wear and tear or gradually operating causes. • Pre-existing damage • Any property or money held or used for business or professional purposes • Certain risks if the home is unoccupied for more than 60 days or left unfurnished 	
How is this product sold?	
<p>The product is sold via a coverholder and retail broker. The distribution chain is simple and non-complex with 1 distributor.</p>	
Fair Value Review	
<p>The fair value assessment indicates that the UK Property Retail product provides value to the end customer and remains suitable for the target market. Where a potential risk to the product value has been identified, the distributors will be contacted directly.</p>	
Other information which may be relevant to distributors	
<p>As part of the FCA Fair Value Assessment we require distributors to provide additional product information on the distribution chain, fees, remuneration or services, ancillary/add-on products on an annual basis. Taking into consideration the potential impact it would have on the customer and the product value.</p> <p>If you have any questions regarding the product approvals and Fair Value Assessments, please refer any communications to your Brit representative.</p>	
Review Period	2022
Expected Next Review Period	2023