

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	Private Clients
Manufacturer	Brit Syndicates Limited is the core product manufacturer. Ancillary products including Premium Finance, Legal Expenses, Home Legal Expenses, Home Emergency and Travel are offered by third parties and are separate from Brit's offering.

Product Information

The Private Clients product has been subject to periodic controls and our POG process and 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:

- Acquisition Costs and Fees
- Policy Coverage and Limitations
- Premium Information
- Cancellation Data
- Claims and Complaints Data
- Declinature rates
- Loss ratios
- Ex gratia payments
- Root cause analysis
- Renewal retention rates
- Customer Feedback
- Oversight and Monitoring
- Conduct and Technical Wordings review
- Product Benchmarking
- Breaches of Lloyd's/FCA benchmarks and tolerances

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 management information is reviewed on a periodic basis to complete root cause analysis and understand whether there are any systemic issues that require a review of the product design outside of the annual review cycle.

The Private Clients product is sold to customers who have significant assets and require higher levels of cover to protect their Home. The Product is designed to provide customers financial protection against physical loss or physical damage to their building and other permanent structures. Physical loss or physical damage to contents and/or valuables anywhere in the world.

The product usually runs for a duration of 12 months unless specific requests are received from the Insured. Renewal notices and procedures are issued in accordance with local regulations.

Brit ensures oversight of all claims. 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.

Complaints are handled by the Brit Insurance in house Complaints Team. Regular analysis of all complaints received ensure Underwriters can identify any necessary policy changes to ensure fair customer value is maintained over time. There have been a low volume of complaints on the product. These do not indicate any systemic issues which may affect customer outcomes or product value.

What customer need is met by this product?	
The Product is designed to provide customers financial protection against physical loss or physical damage to their building and other permanent structures. Physical loss or physical damage to contents and/or valuables such as jewellery and art collections anywhere in the world. In addition, the product provides additional covers such as liability and lifestyle protection risks.	
Target Market	
The product is targeted at high net-worth customers who have significant assets and require higher levels of cover to protect their Home; Buildings, Contents and Valuables. In addition to this, the product provides additional covers such as liability, family protection, home emergency, home legal expenses and cyber risks.	
Types of customer for whom the product would be unsuitable	
Customers who do not require higher levels of cover for their building, contents and/or valuables as well as those whose main residence is outside of the UK, Channel Isles and IOM.	
Any notable exclusions or circumstances where the product will not respond	
Key exclusions: <ul style="list-style-type: none"> • Loss or damage caused by wear and tear or gradually operating causes. • Routine maintenance and redecoration. • Loss or damage caused by freezing water in any fixed water or heating system or domestic appliance if the home is unoccupied unless the home is heated to a temperature of at least 10 degrees Celsius. 	
How is this product sold?	
The product is sold as a package a on a binder and Open Market/Lineslip basis through FCA authorised intermediaries and Lloyd's approved Coverholders. Customers are offered bespoke advice to ensure the product meets their demands and needs.	
Fair Value Review	
The fair value assessment indicates that the Private Clients 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.	
Other information which may be relevant to distributors	
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.	
If you have any questions regarding the product approvals and Fair Value Assessments, please refer any communications to your Brit representative.	
Date of Fair Value Assessment Completed	2024
Expected Date of Next Assessment	2025