

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 Owners
Manufacturer	Brit Syndicates Limited is the core product manufacturer. Ancillary products including Premium Finance, Legal Expenses, Home Emergency and Risk Management Services are offered by third parties and are separate from Brit's

Product Information

The UK Property Owners 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:

- 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

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

The UK Property Owners product is sold to UK landlords, freeholders and residents' management companies who own and rent out properties to commercial or residential businesses/tenants whom they are receiving annual rental income. The product provides cover against property damage, loss of rent and/or business interruption.

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.

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. Regular analysis of all complaints received ensure Underwriters can identify any necessary policy changes to ensure fair customer value.

What customer need is met by this product?	
The UK Property Owners product provides cover for physical loss or damage to Buildings, Landlords Contents, fixtures and fittings along with any associated loss of rental income (business interruption), property owners and employer's liability. It is designed to cover landlords, freeholders or residents' management companies of residential leased buildings in the UK.	
Target Market	
The product is targeted at commercial landlords, freeholders or Residents' Management companies of residential buildings that own and lease properties to commercial or residential businesses/leaseholders from whom they are receiving rent and/or ground rent and/or service charges.	
Types of customer for whom the product would be unsuitable	
This product would not be suitable for general property insurance for individuals that are purchasing for their personal capacity or businesses that are requiring protection against their operation risk such as stock and contents cover along with varying types of business interruption including loss of revenue and gross profit. It would also not be suitable for any products or public liability coverage.	
Any notable exclusions or circumstances where the product will not respond	
Key exclusions: <ul style="list-style-type: none"> - Communicable Disease - Buildings or structures under construction - Residential Property of private individuals (homeowners) - Contractual Liability - Asbestos - Cyber attack - War and Civil Exclusion - Nuclear and Radioactive Exclusion - Flood coverage in areas of high hazard 	
How is this product sold?	
The product is only available to purchase in the UK and is only distributed via delegated authority to Lloyd's approved Coverholders who manage the inception and renewal of all policies in accordance with their approved binding authority agreement.	
Fair Value Review	
The fair value assessment indicates that the UK Property Owners product provides value to the policyholder and end customer (leaseholder) 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