



## Residential Property Owners

### **Product Type**

An insurance product suitable for owners of residential property, including freeholders and/or leaseholders of flats.

### **What demands and needs are met by this product?**

This product is designed for residential property owners who require cover for residential property, including flats against physical damage and loss.

### **Who is this product designed for?**

This is suitable for owners of residential property.

### **Who is this product not suitable for?**

This product is not suitable for owners of commercial or non-residential properties, and overseas properties outside of the UK, Channel Islands and Isle of Man.

### **How do we expect this product to be distributed?**

This product is suitable to be distributed through a variety of sales channels.

### **What are the distributor value considerations?**

Distributors should consider the impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, premium finance charged at an elevated rate of APR. Our expectation is that additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.

### **Scope**

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by your product.

