



## Holiday Home (Delegated Authority)

### Target Market Statement

#### Product Type

This is an insurance product for consumer customers who require cover for loss or damage to their holiday home, contents contained within the holiday home and legal liability for bodily injury or damage to the property, arising out of their ownership, possession or use of the holiday home.

#### Characteristics of the target market (who is this product designed for?)

The product is designed for customers over the age of 18 who own or occupy a holiday home for either personal use or rental, located in the United Kingdom, Channel Islands or Isle of Man.

The product can provide cover where there are non-standard elements, such as holiday homes:

- That have suffered subsidence, landslip or heave loss in the last 25 years.
- That are located in areas identified as having a high risk of flooding and/or have suffered from a previous flood loss in the last 25 years (providing the holiday home is for personal use only and acceptable under the eligibility rules of Flood Re\*).
- That are built of non-standard construction, such as timber or timber framed.
- With minor buildings works commencing or planned such as rewiring, plumbing, kitchen installation and small extensions.
- With Grade 2(B) listed building status.

Customers with characteristics of vulnerability are included within the target market.

\*Flood Re – Flood Re is a scheme set up by the UK Government and insurers, that provides flood cover, as part of a home insurance policy more widely available and affordable for eligible properties with a history of flooding or located in an area that has a high risk of flooding. More information can be found out about the scheme at [www.floodre.co.uk](http://www.floodre.co.uk)

#### Objectives, needs and interests of the target market (considering the key features and benefits of the product)

The product provides cover for loss or damage to the holiday home and/or its contents caused by events such as fire, explosion, impact, storm, flood, escape of water, theft and subsidence.

Accepted customers will benefit from the following features and benefits where the relevant section of cover has been selected:

- **Buildings:** Covers the cost of repairing, replacing or rebuilding the holiday home up to an agreed sum insured.
- **Contents:** Covers the cost of repair or replacing the contents of the home, plus property in the open.



- **Personal Belongings:** Covers the cost of repair or replacing personal belongings damaged within the holiday home.
- **Legal Liability:** Covers the legal liability of a private individual and as owner or occupier of the holiday home for bodily injury or property damage caused to another person or property.
- **Loss of Rent:** Covers loss of rent and temporary accommodation costs following loss or damage to the holiday home.
- **Pedal Cycles:** Covers the cost of repair or replacing pedal cycles following theft or accidental damage at the holiday home.
- **Accidents to Domestic Staff:** Covers legal liability for bodily injury to domestic staff arising out of and in the course of their employment.

Cover can also be extended to include:

- Accidental damage to buildings.
- Accidental damage to contents.
- Cover for personal belongings away from the home.
- Cover for pedal cycles away from the home.

### Who is this product not designed for?

This product is not suitable for:

- Holiday homes outside of the United Kingdom, Channel Islands or the Isle of Man.
- Customers with more than two losses within the last 5 years that would have been covered by this product or a similar holiday home product. Customers with more than one unspent conviction and/or pending prosecutions excluding any motor offences.
- Total sum insured value of more than £3,000,000.
- Holiday homes with Grade 1 listed building status.
- Holiday homes that cannot be inspected every 60 – 120 days.
- Customers who require short term non-renewable cover.
- Customers who cannot afford the annual or monthly premiums.

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

This product should be sold with the active assistance and guidance of an insurance intermediary to select the appropriate level of cover. The product will only be distributed through scheme brokers to customers with whom Pen has an agency and not directly by Pen to customers.

This product is suitable to be distributed via a variety of intermediated sales channels, such as face to face, telephone, email, or by postal application by an intermediary with whom Pen has an agency.

Consideration should be given to the vulnerability of customers by the intermediary who should provide any support they may need.



## What are the distributor value considerations?

We expect all distributors in the chain to consider the following when selling Pen's products:

- 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, or premium finance charged at an elevated rate of Annual Percentage Rate (APR).
- 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.
- Distributors must ensure there is no duplication of cover as a result of any add-on products sold where appropriate cover is already provided by the policy.
- Distributors must familiarise themselves with the product options and extensions available and consider these when selling Pen's products to customers.
- Distributors should consider the demands and needs of the customer and the Consumer Duty requirements when dealing with customers.

## 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 the product.

## Pen has a Product Approval Process

Pen has a product approval process in place to ensure that there is appropriate oversight of all products where Pen is either a co-manufacturer or a distributor. The process includes a risk assessment process where due consideration is given to the impact of the product on the target market and the value of the product.

A diagram of Pen's product approval process can be found on the Pen website [here](#).

## Important Information

This target market statement should be used by all (co-)manufacturers and distributors of this product. (Co-)manufacturers and distributors should not create their own variation of this document. Where any party using this document has concerns about the accuracy or completeness of the information included, this should be raised to Pen urgently for discussion.



### Product Fair Value Outcome – Methodology

Pen has completed Fair Value Assessment work on products we co-manufacture. This is based on groupings of products which may be similar in features and are intended to be distributed to similar target markets.

This Product Fair Value Outcome Statement is not intended to replicate our Fair Value Assessments but sets out the approach taken and the outcome of the assessment.

### Distributor Remuneration

Pen agrees commission rates with each distributor and as part of the fair value assessment process has requested details of any additional fees that may be added in the distribution chain. The fee details received have been analysed and if Pen considers these could impact the value of the product this would be raised directly with distributors.

All distributors should be able to:

- Confirm annually that the commissions and fees they charge are reasonable relative to the service(s) they provide and the total cost of the product to the customer; and
- Justify that commissions and fees they charge are fair and support the intended value of the product.

### How Pen Assesses Value

Pen's product governance and oversight process requires a full review of all product groups at least annually to determine if the product offers fair value to the customer.

These reviews consider the following areas:

Target market	<ul style="list-style-type: none"> <li>• Target market reviewed to ensure the product meets the needs of the customer and will continue to do so for the life of the product</li> <li>• Identify the impact on vulnerable customers where applicable</li> </ul>
Distribution strategy	<ul style="list-style-type: none"> <li>• Appropriateness of the distribution channel, services offered and remuneration</li> <li>• Remuneration does not negatively impact the overall value offered by the product</li> </ul>
Market assessment	<ul style="list-style-type: none"> <li>• Market scrutiny to ensure the product aligns with current market trends</li> </ul>
Product design/lifecycle	<ul style="list-style-type: none"> <li>• Pricing</li> <li>• Regulatory requirements</li> <li>• Fees and charges</li> <li>• Product documentation</li> <li>• Performance of the product</li> <li>• Product changes</li> </ul>





Customer journey	<ul style="list-style-type: none"> <li>• Quality Assurance</li> <li>• Feedback from distribution</li> </ul>
Claims	<ul style="list-style-type: none"> <li>• Frequency and trends</li> <li>• Loss ratio trends</li> </ul>
Complaints	<ul style="list-style-type: none"> <li>• Feedback is reviewed to ensure the product continues to offer good benefit for customers</li> <li>• Reasons for complaints and volumes</li> <li>• Outcomes of complaints: whether they are upheld, not upheld</li> <li>• Identification of trends and root causes</li> <li>• Redress payments: volume and timescales</li> <li>• Financial Ombudsman Service: volume and outcomes</li> </ul>
<b>Fair Value Summary</b>	
<p>Pen has considered all relevant factors, including the total price paid by the customer, value MI, distribution and other considerations in this product design.</p> <p>Pen is satisfied that the product continues to provide fair value to customers and is suitable to continue to be distributed to the identified target market.</p>	

<b>Valid From</b>	23/09/2025
<b>Next Review Date</b>	On or before 23/09/2026

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