



Property Owners Package

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules (“PROD”) require product manufacturers such as NIG to share information with distributors about the intended target market for their products.

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer’s needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

Target market – target customer statements

Target market needs statement

This policy meets the needs of businesses with more straightforward requirements that do not need the more bespoke Premier Property Owners product and have retained the services of a professional insurance intermediary to advise them.

These customers will require protection for some or all of the risks outlined in “available covers” below, which cater for a variety of damage (e.g. to buildings, landlord’s contents, etc.) and liability-type events (employee and public) but can be tailored accordingly.

Target market objectives statement

Our target market seeks to be covered to ensure it is able to continue to operate despite otherwise serious eventualities, such as a fire, flood, theft or legal action. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business’s obligations to employees, customers and wider society.

Target market interests statement

Our target market is looking for a product that allows some flexibility in cover, that can be tailored to the specific needs of their business, but has simplicity of packaged, e-traded solutions built in to cater for most needs.

Target market characterisation statement

The risks underwritten by U K Insurance Ltd under this product are UK-based owners of UK property held as an investment, where property owning is their trade or profession and who retain the services of a professional insurance intermediary.

Distribution

This product is only available through professional intermediaries. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Businesses that are smaller in scale and lower complexity	Larger businesses where e-traded packages are less suited
Businesses that require a bundle of covers (see below) to meet typical business needs	Businesses requiring only individual unbundled covers
Businesses interested in transferring financial risk by insuring with an A rated insurer (A1 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover) and additional other benefits (e.g. legal advice)	
Businesses with up to 25 commercial, residential or mixed premises	Businesses with premises with long term unoccupancy Businesses that have ceased trading Businesses with larger property portfolios
Formal commercial landlords, with the following characteristics: <ul style="list-style-type: none"> Assured shorthold tenancy agreements (AST) in place Treat being a landlord as their trade/ profession, not necessarily exclusively Meet all legal requirements for landlords set out by Government, including carrying adequate and appropriate insurance Property is owned outright or secured under a buy-to-let mortgage 	Informal landlords General lodging arrangements Short term lets to family or friends with no AST or similar legal agreement
Businesses typically with a single site exposure of up to £15m total insured value for material damage/ business interruption and up to £10m for public liability (standard cover is £2m)	Businesses with a single site exposure of more than £15m total insured value or requiring higher limits
Businesses with properties that are of standard, non-combustible construction	Unsuited or combustible premises
Established businesses with a proven 3–5 year claims experience	
Businesses with strong risk management cultures	

Available covers

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	1. The Structure	Mandatory?	Yes
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to insured buildings. Cover is mandatory other than for residential-only risks			
Cover	2. Landlords Contents	Mandatory?	No
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to contents owned by the insured			
Cover	3. Public Liability	Mandatory?	Yes
Business’s liability for injury or property damage to third parties			
Cover	4. Rent Receivable	Mandatory?	No
Loss of rent receivable following insured material damage to property			
Cover	5. Glass and Sanitary Ware	Mandatory?	Yes
Breakage of fixed glass and sanitaryware including shop front glass			
Cover	6. Employers’ Liability	Mandatory?	No
Business’s liability for injury to employees			
Cover	7. Personal Accident	Mandatory?	No
Cover for named people suffering bodily injury resulting in temporary or permanent disablement or death			
Cover	8. Legal Expenses	Mandatory?	No
Access to legal advice to help pursue or defend a variety of legal proceedings, including employment, contract and tenancy disputes, debt recovery and tax protection			
Cover	9. Terrorism	Mandatory?	No
Damage to property insured in Great Britain and consequential business interruption			
Cover	Extension 1: Equipment Breakdown	Mandatory?	Yes
Damage to computer equipment and similar electronic equipment, and loss of business income following insured material damage			