TARGET MARKET STATEMENT



UNOCCUPIED PROPERTY OWNERS

What is this product?

This is a Commercial General Insurance product suitable for business customers.

What customer need is met by this product?

Unoccupied Property Owners is a modular commercial insurance product for businesses which own unoccupied commercial and/or residential properties within the UK. The only compulsory sections are Buildings and Commercial Unoccupied Property Owners' Legal Solutions, with every other section being optional, which allows the broker/customer to create a commercial insurance cover specifically for their needs. The following sections are available:

Buildings

Cover for damage to the buildings (including landlord's fixtures and fittings, tenants improvements (for which the landlord is responsible, outbuildings, walls, gates and fences & drains) as a result of a Defined Peril including fire. Option to include landlords contents.

Rental Income

Cover for loss of rental income following insured damage to property under the Buildings section.

Property Owners Liability

Covers the business in respect of legal liability to third parties for property damage or personal injury.

Employers Liability

Covers the business for its legal liability to its employees for bodily injury

Commercial Unoccupied Property Owners' Legal Solutions

Access to legal advice to help pursue or defend a variety of legal proceedings, including property protection and tax disputes.

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Who is this product designed for?

This product is designed for businesses owning unoccupied premises in the United Kingdom.

Who is this product not designed to support, or are there any features that you should be aware of when offering this product to your customers?

Customers who do not own unoccupied or partially unoccupied premises.

Customers domiciled outside of the United Kingdom.

This product is also not suitable for consumers as defined by the FCA. A consumer is classed as any person who is acting for purposes which are outside their trade or profession.

Can this product be sold without advice?

This product can be sold with or without advice depending on your preference and in line with FCA regulations.

How can this product be sold?

We would suggest that this product can be sold face to face or via telephone.