

# Providing fair value



## SCOPE

Data and information classification:	PUBLIC
	The information contained in this document is intended for use by our insurer and aggregator distribution partners and not for customers or operational staff.
Ardonagh division:	Atlanta
Brand(s):	<b>Paymentshield</b>
Product(s):	<b>Landlord Insurance Classic</b>
Associated add-ons:	Policy administration fee
Key regulatory responsibility:	Manufacturer / Co-manufacturer / Distributor



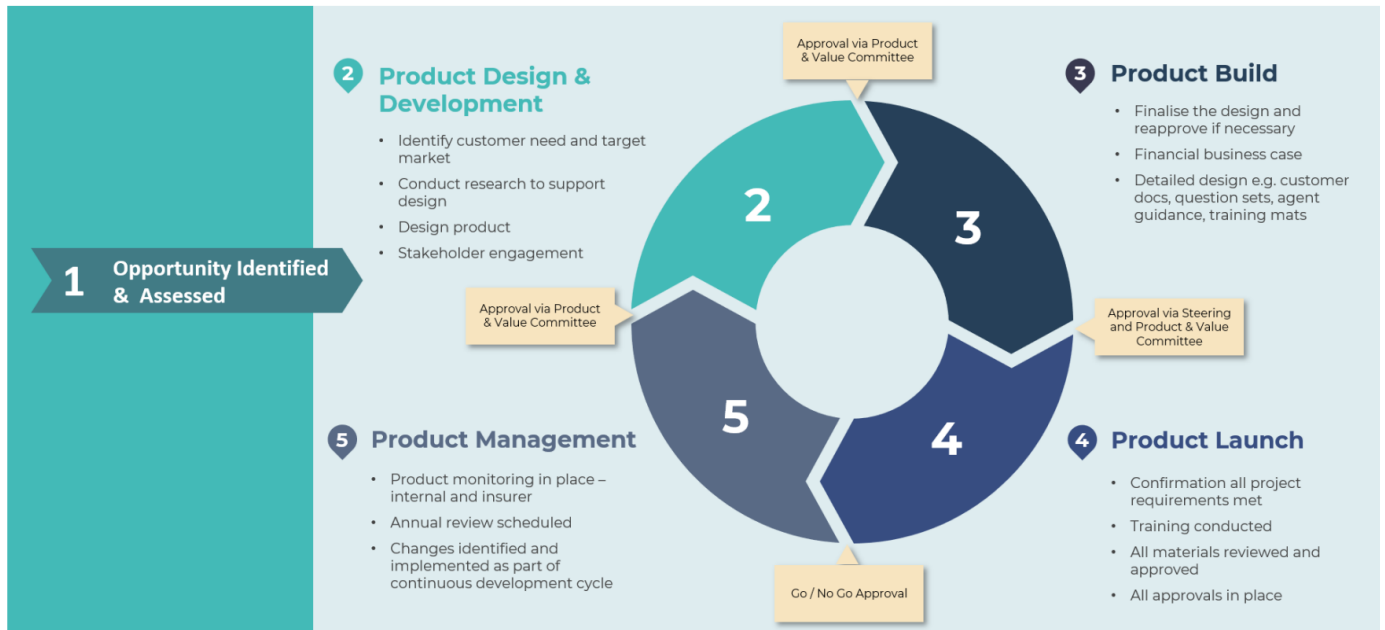
## SUMMARY OUTCOME

**We believe the product both at its core element and as a package, is providing fair value to customers, however, any actions identified on the core product and/or associated add-ons are documented on the following page.**

TARGET MARKET	DISTRIBUTION	FAIR VALUE ASSESSMENT
The product and associated add-ons remain consistent with the needs of the identified target markets provided by the manufacturer/co-manufacturer	The intended distribution strategy remains appropriate	Analysis of the core product shows several cover levels and elements of cover are not in line with other products on the market. An action has been identified to determine whether a migration to our newer Landlord product is possible, or if a refresh of changes to the product is required.

CORE	POLICY ADMIN FEE (PAF)
We are comfortable that this product is providing fair value to customers.	We are comfortable that this product is providing fair value to customers.
<b>Next review due: 01/06/2024</b>	<b>Next review due: 31/01/2024</b>

## ATLANTA PRODUCT APPROVAL PROCESS



### TARGET MARKET

#### Core

The product is designed to meet the needs of private individuals letting a property in the UK and requiring buildings only or buildings and contents insurance. The product was open to those whose primary source of income was property rental, but customers are limited to a maximum of 10 landlords' policies with PaymentsShield. This is now a legacy product no longer being sold at new business.



### DISTRIBUTION

#### Core

Our Landlord Classic Insurance is no longer available to take out for new business. The product is designed to be sold through partners who engage with property owners. These are typically partners that interact with landlords during a property related transaction such as a property purchase or remortgage and companies who offer our product as part of a wider review of a customer's financial products. This includes mortgage brokers, financial advisors, volume telephony call centres and concierge style businesses.



### FAIR VALUE ASSESSMENT

#### Purpose of the review

The purpose of this review is to provide assurance that the products and the way they are distributed are delivering fair value to the identified target market. Where deficiencies are identified, actions must be documented to remedy them and tracked through to completion. Consideration must be given to retrospective remedial action where customer detriment is identified, the need to communicate product review outcomes, issues or revised material to any manufacturers, co-manufacturers and distributors in the chain, amendments required to product approval processes or if there is any material impact to strategy.

#### How Atlanta assess each product

Atlanta Group product reviews cover a range of areas and key metrics covering pricing, product, service, distribution chain which all contribute to delivering overall fair value for customers. Each section is rated against a number of internal tolerance thresholds/SLAs, which are reviewed on an annual basis and approved by Atlanta Executive Committee.

#### How Atlanta address concerns

Where concerns have been identified actions with owners have been put in place including an accountable Executive Committee owner. Actions are to be completed within 3-6 months with their impact on the metrics monitored. Where an area of concern requires action / input from an insurer partner the specific action will be raised directly by your Atlanta account contact and tracked to closure. If a product is offering little utility to a customer i.e. seemingly not meeting a need as the claims frequency and insurer loss ratios are consistently below acceptable levels, it would be considered the product or a panel provider is not providing fair value which would require either significant product redesign or possible withdrawal.

### Overall outcome

It is considered that the product package is providing overall fair value to customers, however some improvements and changes are needed to bring in line with similar products available on the market.

### Next review

See Summary Outcome above.



## FAIR VALUE ASSESSMENT - ACTIONS

DETAIL	ACTION	DUE DATE
The product is not on the market for new business. Existing customers have remained on the product although we do have a newer Panel product that offers optional covers and extras.	Determine whether a migration to our newer panel product is possible or consider changes to update the product.	Dec 23
No impact to fair value has been established. Analysis from our internal Pricing and MI teams shows some small discrepancies with data. This has not affected the FVA outcome, but action added to fix.	Work with our Pricing team and to fix the data and represent back to the business.	Sep 23