

# 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 (Panel 2)</b>
Associated add-ons:	Landlord emergency, Legal expenses, Rent protection
Key regulatory responsibility:	Co-manufacturer



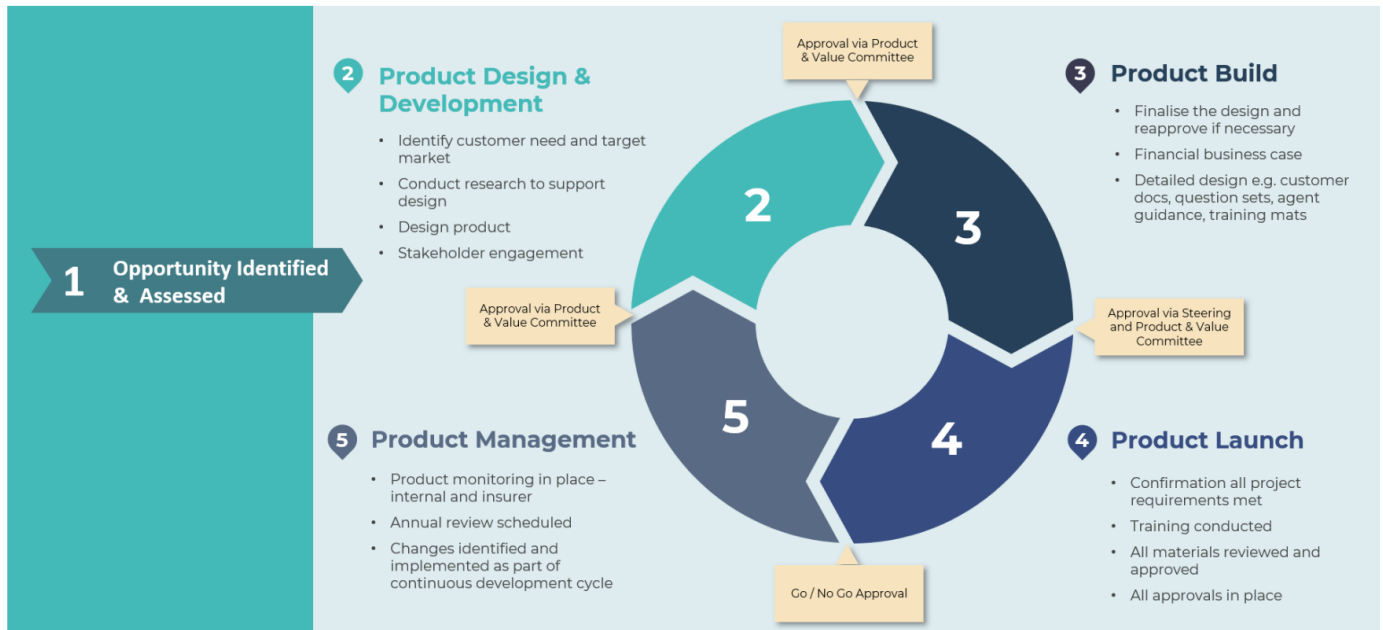
## SUMMARY OUTCOME

We believe our Landlord Panel 2 product continues to provide fair value to customers. Any actions that have been identified as part of this review are documented on the following page(s).

TARGET MARKET	DISTRIBUTION	FAIR VALUE ASSESSMENT
The product remains consistent with the needs of the identified target markets provided by the manufacturer/co-manufacturer.	The intended distribution strategy remains appropriate.	It is considered that the product package is providing overall fair value to customers.

CORE	LANDLORD EMERGENCY (HE)	LANDLORD LEGAL EXPENSES (LE)	RENT PROTECTION (RP)
We are comfortable that this product is providing fair value to customers.	We are comfortable that this product is providing fair value to customers.	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: 31/03/2025</b>	<b>Next review due: 31/10/2024</b>	<b>Next review due: 31/10/2024</b>	<b>Next review due: 30/06/2024</b>

# ATLANTA PRODUCT APPROVAL PROCESS



## TARGET MARKET

### Core

The product is a mass market product designed to meet the needs of landlords aged 18 and over letting a property in the UK who require buildings or buildings and contents cover to protect their property against insured events such as flood, fire, storm, or theft. The product is suitable for both individuals and those trading as a limited company.

The product is not suitable for the following landlords:

- Landlords who do not have a tenancy agreement between themselves (or the letting agent) and the tenant.
- Landlords whose property is used for any purpose other than residential.
- Landlords whose property has signs of or has ever had any damage caused to it by landslip, subsidence, or heave.
- Landlords who have any unspent convictions or pending prosecutions, other than motoring convictions.
- Landlords who have had insurance cancelled, declined, declared void or had any special terms imposed.
- Landlords whose property will be occupied by more than six individual tenants.
- Landlords whose property is a bedsit or divided into individual self-contained units each with individual cooking facilities.
- Landlords whose property or land belonging to the property has flooded in the last 10 years.

### Landlord's emergency

The product designed to meet the specific needs of landlords aged 18 and over letting a property in the UK who require cover for emergencies such as the blockage of an external water supply pipe, failure of the internal plumbing or drainage system, a failure of the heating system or broken windows that create a security risk. The product is suitable for both individuals and those trading as a limited company.

To be eligible a customer must meet all the eligibility requirements for, and purchase, a Landlords Insurance product. Landlords' emergency can be purchased at inception of a new landlord's insurance product or added midterm and at renewal for existing customers.

### Landlord's legal expenses

The product is designed to meet the specific needs of landlords aged 18 and over letting a property in the UK who require cover for legal support to deal with a range of unforeseen circumstances such as property disputes, tenant eviction and tax protection. The product is suitable for both individuals and those trading as a limited company.

To be eligible a customer must meet all the eligibility requirements for, and purchase, a Landlord's Insurance product. Landlords' emergency can be purchased at inception of a new landlord's insurance product or added midterm and at renewal for existing customers.

### Rent protection

The product is a bespoke product designed to meet the specific needs of landlords aged 18 and over letting a property in the UK. The product is suitable for both individuals and those trading as a limited company. To be eligible a customer must meet all the eligibility requirements for, and purchase, a Landlord's Insurance product.

In addition to the above, this product is not suitable in the circumstances where:

- The tenant is under 18 years old.
- A satisfactory tenant reference has not been obtained before the start of the tenancy agreement.
- Not all statutory pre-grant notices have been issued to the tenant.

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- The first month's rent has not been received in cash or cleared funds.



## DISTRIBUTION

### Core

Our Landlord's Insurance 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.

### Landlord's emergency

Our landlord's emergency product is designed to be sold in conjunction with our landlord's insurance product 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, lettings solution providers and concierge style businesses.

### Landlord's legal expenses

Our landlord's legal expenses product is designed to be sold in conjunction with our landlord's insurance product 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, lettings solution providers and concierge style businesses.

### Rent Protection

Our landlord's Rent Protection product is designed to be sold in conjunction with our landlord's insurance product 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, lettings solution providers 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.**

### Next review

**See Summary Outcome above.**



## FAIR VALUE ASSESSMENT - ACTIONS

DETAIL	ACTION	DUE DATE