Flood Property Owners - June 2026

Target Market Statement

Product Name	Flood Property Owners Insurance
Target Market – who is this product designed for?	Clients owning either a single commercial property, or a portfolio of properties, which are let out to tenants. The target market includes clients with properties with increased risk of flooding. The product is not suitable for property owners who do not let out properties to tenants which have an increased risk of flooding.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	This product is only available via independent intermediaries whom clients should seek advice from.
What are the key value elements of the product that are important for the target market?	A product specifically designed for the target market with policy covers tailored to clients needs. A team of specialist underwriters to provide guidance and support. Wordings that aim to be clear to the target market.
What client need is met by this product?	**Terrorism** Optional additional cover providing protection for Property and Rental Income against Terrorism **Employers Liability** Costs and expenses legal liability to pay compensation in respect of injury to Employees.

Continued

What client need is met by this product?	
Can this product be sold without advice?	This product should be sold in line with FCA regulations and should be sold with advice.
How can this product be sold?	Only via an independent intermediary. To ensure the client receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already
How is value assessed?	The value of this product is subject to review by Insurers taking into account factors such as: - Commission - Complaints - Cancellations - Claims information

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