

Aviva Real Estate Insurance

Target Market Statement

This document has been prepared by Aviva UK General Insurance to provide an overview of our Commercial Lines Real Estate Insurance product. It is intended to help distributors understand the target market for this product, at new business and at point of renewal. In addition, distributors should consider whether any changes in circumstances may result in some features of the product no longer being suitable (for example distribution channel, features/covers, communication method and payment method).

Aviva Insurance Limited will overlay some eligibility and risk acceptance criteria which will be applied and shown through the quote process. This will result in some customers for whom the product is suitable not being eligible due to our current risk appetite. Aviva Insurance Limited is the Product Manufacturer for this product and may source elements of cover from third parties. Full details are contained within the policy documentation

Eligibility Criteria?

- Any Property Owner that is UK or EEA domiciled, with assets in the UK, Europe or the rest of the world.

Who is Aviva Real Estate Insurance suitable for?

- The product is designed for business customers, leaseholders, and/or resident management companies of all property owners, property investors and asset managers, ranging from single properties to large corporates with mixed portfolios, and are seeking insurance protection for properties they rent out or lease to tenants.

- The properties can be residential, commercial or mixed-use properties.
- The product has no mandatory sections, with every cover being optional. This allows the customer to build a commercial insurance solution which specifically meets the needs of the business.

Who is this product not suitable for?

- Businesses who do not rent out or lease properties.
- This product is 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.
- Customers who cannot afford the annual premiums.

How can Aviva Real Estate Insurance be sold?

- Aviva's Real Estate product is suitable to be sold face to face or via telephone.
- This product can be sold with or without advice depending on your preference and in line with FCA regulations

What features should you be aware of when considering this product?

- We recognise that some individuals have additional support needs, such as alternative formatted documents, when purchasing or understanding our products. Aviva Insurance Limited is committed to helping meet these needs. Please contact us and we can discuss how to support the customer.

- Sales journeys must identify customer eligibility and ensure that key information and choices to be made are presented to customers in a way that supports a customer through the process of understanding core cover and configuring optional elements of insurance to suit their specific demands and needs.
- Whilst there is a degree of complexity driven by the need to select appropriate optional additional covers and tailor configurable elements of insurance, each element, limit or choice is sufficiently simple for customers to understand without advice as the underwriting method frees customers to engage with their cover selection. This alongside the annual renewal process, enables familiarity in order to support their decision making.
- This product does not cover things such as:
 - Damage caused by an existing defect; wear and tear; gradual deterioration; frost or change in the water table; faulty or defective design, workmanship or operating error.
 - Acts of fraud or dishonesty.

Optional additional covers/Extensions which are available with this product:

Ways to enhance cover - These options come at an additional cost and can be added to core cover to provide more comprehensive benefits			
Product cover option	This product is designed to provide financial protection if	Who could this option be suitable for?	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?
Employers Liability	Costs for legal liabilities have been incurred by the customer for bodily injuries to the customer's employees.	Customers wanting financial cover for legal liabilities for bodily injuries to their employees.	
Engineering	Plant or Machinery are damaged or break down, explosion or collapse due to Accidental damage or sudden and unforeseen damage.	Customers looking to protect their business assets should they be damaged or destroyed by events such as fire or breakdown.	
Terrorism	Cover for damage to the customer's property as a result of an act of terrorism.	Customers who wish to protect their physical property from acts of terrorism.	

Risks situated within the UK and other countries excluding the EEA are underwritten by Aviva Insurance Limited. Registered in Scotland, No. SC002116.

Registered Office: Pitheavlis, Perth PH2 0NH. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority and our firm's reference number is 202153.

Risks situated within the EEA are underwritten by Aviva Insurance Ireland Designated Activity Company. Aviva Insurance Ireland Designated Activity Company, trading as Aviva, is regulated by the Central Bank of Ireland. Our firm's reference number is No. C171485. A private company limited by shares. Registered in Ireland, No. 605769. Registered Office: Cherrywood Business Park, Dublin, Ireland D18 W2P5. Registered UK Branch Address: 80 Fenchurch Street, London EC3M 4AE.

UK Branch authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority (FCA reference No. 827591) and limited regulation by the Prudential Regulation Authority. Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request.