

LV=



Value Assessment Information for Distributors 2025

LV= Landlord (IFAs)



**GENERAL INSURANCE
INTERMEDIARY**



Contents

1. Purpose of this document	3
2. Product Design Process	4
3. Target Market	5
4. Value expectations from customers in the target market	6
5. Fair Value Assessment Process	7
6. Conclusion	8



1. Purpose of this document

This document is intended to meet requirements under PROD 4.2 where we are required to make available to distributors all appropriate information on the insurance product, all appropriate information on the product approval process; and the identified target market of the product. This document is intended to be a guide for distributors and explains the basis of our value assessment as well as our conclusions.

Our August 2025 assessment has concluded that our LV= Landlord (IFA) product including the charging and distribution structure is compatible with the needs, objectives and characteristics of the target market and provides fair value.

This document doesn't contain the full terms and conditions of our policy – we can share these documents if required.



2. Product Design Process

Our target market is broadly established through our New Product Approval Process which governs the design and implementation of our retail products. This process ensures that we meet the demands and needs of our target market.

Our product value assessment process takes into account our responsibilities under consumer duty ensuring that we have an ongoing process to ensure value, the needs of our customers are being met and we avoid foreseeable harm.

We work with trade bodies like the ABI to understand issues affecting property insurance and how we may refine our products to better meet evolving customer needs.

LV= Landlord insurance has been created to meet the common risks and material damage that can occur to buildings and contents of domestic dwellings that are rented out.



3. Target Market

Characteristics of the target market

This product is designed for UK resident individuals who:

- Are aged 17 or over.
- Have no unspent (non-motoring) criminal convictions, or prosecutions pending.
- Own an Individual, self-contained domestic property that they wish to rent to a private individual that isn't listed or doesn't have a preservation order on it.
- May require service and support provided by call centre staff (telephone or live chat).

Objectives, needs and interests of the target market

This product provides cover in the UK (excluding the Channel Islands and Isle of Man) for:

- Buildings cover on up to 5-bedroom properties up to £1,000,000 and/or for landlord's contents up to £50,000 with the option to add Legal Expenses and Home Emergency covers.
- Cover against damage or theft by tenants.

- Cover for loss of rent in the event property being damaged and can't be lived in.
- Cover for landlord's legal liability up to £5,000,000.

Customers for whom the product would not provide the intended value

- Non-permanent residents of the UK.
- Customers with adverse claims experience.
- Customers who are business or commercial landlords.
- Customers with property that is unoccupied or has more than 5 bedrooms.
- Customers looking for cover for breakdown of household appliances where a warranty policy may be more suitable, or where they are looking to be covered for wear and tear.
- Customers wishing to insure a blocks of flats.
- Customers wishing to insure a holiday lets.
- Customers who want to insure multiple properties insured under a single policy.

The product is distributed via Independent Financial Advisers.



4. Value expectations from customers in the target market

- A product that is competitively priced.
- A product rich in features and benefits (as evidenced by Defaqto 4 Star Rating) that meet their demands and needs.
- A firm that is easy to do business with when buying, amending, renewing or claiming.
- A firm that provides clear documentation.
- A firm that provides knowledgeable and helpful staff with high CSI ranking.
- A firm that provides a fair and different claims service.
- A firm that has awareness of vulnerability at all touchpoints and is able to make reasonable adjustments to accommodate.



5. Fair Value Assessment Process

Our Fair Value Assessment process examines and considers the following:

- Customer journey.
- Policy wording and key terms and conditions.
- Benefits and limits.
- Excesses and charges.
- Complaints.
- The needs of vulnerable customers.
- Key value metrics e.g. claims frequency, claims acceptance rates, cancellations etc.
- The consumer duty principles to avoid foreseeable harm.
- How the intended value of the product may be affected by its distribution.



6. Conclusion

Our August 2025 assessment has concluded that our LV= Landlord (IFAs) product including the charging and distribution structure is compatible with the needs, objectives and characteristics of the target market and provides fair value.

We continually monitor all of our products using market insight and customer feedback, but we do not believe any changes are necessary at this time.

We've considered the commission paid to IFAs as well as the distribution model and we do not believe it has an impact on fair value to the customer.

We do not believe there are any circumstances which might cause a conflict of interest to the detriment of customers.

If you have any concerns about an LV= product not delivering its intended value, including in relation to potential adverse customer or product value impacts from the distribution arrangement, please contact your account manager.

