

LV=



Value Assessment Information for Distributors 2025

LV= Landlord Home Emergency (IFAs)



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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 Home Emergency product including it's 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.

LV= Landlord Home Emergency insurance has been created to cover the common domestic emergencies in the home.



3. Target Market

Characteristics of the target market

This product is designed for UK resident individuals who:

- Rent their property to tenants.
- Are eligible for LV = landlord insurance (only available as an additional cover and not as standalone cover).

Objectives, needs and interests of the target market

This product:

- Provides cover for temporary repair to resolve home emergencies and restore essential services.
- Provides cover up to £1,000 for incidents including:
 - Boiler breakdown
 - Plumbing and electrical faults
 - Blocked drains
 - Roofing damage
 - Lost keys and damaged locks
 - doors/windows that compromise the security of the home
 - Pest infestation.

Customers for whom the product would not provide the intended value

- Customers who are not eligible for an LV = landlord insurance policy.
- Customers who already hold a home emergency policy.
- Customers who want a home service contract.
- Customers who want to purchase a standalone home emergency 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 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 efficient 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 Home Emergency product, including its 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 their distribution models 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.

