

# PRODUCT GOVERNANCE AND FAIR VALUE ASSESSMENT



Carrier name	AXA
Product name	Let Property (Primelet)
Class of Business	Let Property - Buildings & Contents
Date Period Starting:	05/08/2023
Our Status	Manufacturer

## Product information

This product is one of the suite of "PrimeLet" products, designed to provide mid-range Landlord coverage.

## Target market

Landlords seeking comprehensive cover for their let properties.

The product is suitable for:

- All tenant types, including benefit assisted, housing association, students, asylum seekers
- Unoccupied – pending let
- Individual and family lets, shared accommodation, multiple occupancy
- HMO's and bedsits (Subject to criteria)
- Single risks or multi property portfolios
- Non-standard constructions
- Properties undergoing renovation, where the intention is to let
- Blocks of flats (up to 10)
- Listed properties

## Are there any groups of customers for whom this product would be unsuitable or would not provide the intended level of value?

- Bedsits (more than 10 bedsits)
- Where a tenant is carrying out a business use (other than childminding)
- Metal wall construction
- Thatch roof
- Convictions (unspent convictions)
- Standard family accommodation/owner occupied

## Other information which may be relevant to distributors

Geo Personal Lines are a Managing General Agent (MGA) and a Lead Co-Manufacturer of the products that it distributes acting as an agent of AXA. As per our regulatory responsibilities under PROD 4.2, this product has been subject to our Product Governance Process and approved as offering Fair Value.

The Fair Value Assessment undertaken included consideration of a wide range of factors which included, but were not limited to, the following;

- The complexity of the insurance product.
- The nature of the insurance product and the risk of customer detriment related to it.
- The characteristics of the target market.
- The benefits that will be provided.
- The type and quality of services provided to customers.
- The distribution channel including any remuneration information.
- Appropriate data including claims information and complaints data.

Date Fair Value Assessment completed	21/07/2023
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All intermediaries who distribute our products are reminded of their regulatory responsibilities to assess fair value to customers where separate fees are charged and/or premium finance is arranged. This also applies where an add-on product (not manufactured by us) is sold alongside the core product. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value. We may from time to time request additional management information from our distributors to support the fair value assessment process.