

# **Target Market Determination**

## Landlord Insurance

# Target Market Determination

Product Disclosure Statement (PDS):	Terri Scheer Landlord Preferred Policy Product Disclosure Statement and Policy Wording – PDS prepared 29 April 2024 including any Supplementary Product Disclosure Statement (SPDS)
Product:	Landlord insurance contained in the PDS
Original Date:	25/08/2021
Updated:	29/10/2024
Issuer:	AAI Limited ABN 48 005 297 807 trading as Terri Scheer
AFSL Number:	230859

## What is a Target Market Determination?

A Target Market Determination (TMD) is a determination that Terri Scheer has made to:

- ◆ describe the classes of customers for whom this Product has been designed;
- ◆ specify distribution conditions;
- ◆ specify TMD review periods and triggers; and
- ◆ set out reporting requirements.

This TMD assists Terri Scheer staff, our distributors and customers in understanding the target market for this Product. In this TMD, distribution includes the following conduct in relation to retail customers:

- ◆ dealing in the Product (e.g. issuing or arranging for insurance to be issued to a customer);
- ◆ giving a PDS or other regulated disclosure document; and
- ◆ providing general financial product advice in relation to the Product.

This TMD is not the PDS and is not a summary of the features or terms of the Product. For full details of the cover available in this Product, including the terms, conditions and exclusions that apply read the PDS which can be found at [www.terrischeer.com.au](http://www.terrischeer.com.au).

## What is the target market for this Product?

The target market for the Product is those customers for whom it is likely to be suitable for, taking into account:

- ◆ the key attributes;
- ◆ the likely objectives, financial situation and needs of customers who will acquire the Product; and
- ◆ key eligibility and suitability criteria.

### What are the key attributes of this Product?

A customer can choose to tailor cover under their policy to meet their own financial situation, objectives and needs. The choices that the customer can make will impact the excess amount, policy premium amount and structure.

Customers can adjust the premium, and some other amounts payable under the policy, to suit their circumstances by choosing from a range of amounts of cover.

The below table describes the key attributes for the cover.

<b>Landlord cover</b>	<p><b>Cover for:</b></p> <ul style="list-style-type: none"> <li>◆ resulting loss of rent following an insured event specific to owning a rental property that occurs during the period of insurance including absconding tenant, defaulting tenant and death of a tenant;</li> <li>◆ loss or damage to contents that have been left in the property for the tenant's domestic use as a result of insured events during the period of insurance including flood, storm or rainwater, fire (including bushfire) or explosion, impact and tenant damage;</li> <li>◆ building cover for loss or damage to the rental property during the period of insurance as a result of insured events specific to tenants occupying the rental property, limited to pet damage, scorching and tenant damage;</li> <li>◆ legal liability.</li> </ul> <p><b>Also provides:</b></p> <ul style="list-style-type: none"> <li>◆ a range of additional benefits available under this Product.</li> </ul>
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### What are the likely objectives, financial situation and needs of customers in the target market?

The Product is designed for customers that have properties that are well maintained and in a good condition and structurally sound. The below table further describes the likely objectives, financial situation and needs of the target market for this cover.

	Needs cover for:	Landlord cover
<b>Objectives and needs</b>	Loss of rent for a rental property	√
	Loss or damage to contents left in a property for tenant use	√
	Loss or damage to contents left in a property that are not for tenant use	X
	Building cover for loss or damage to a rental property specific to tenants occupying the rental property	√
	Loss or damage to the rental property caused by insured events including fire, accidental escape of liquid, storm, rainwater or flood	X
	Legal liability	√
	Additional covers	√
	Optional covers	X
<b>Financial situation</b>	Customers who are able to pay premiums, in accordance with their chosen policy and payment structure, and any other amounts payable under the policy terms, as and when they become payable (for example, a policy excess).	

## Who is the Product suitable for?

This Product is suitable for customers who:	This Product is not suitable for:
<ul style="list-style-type: none"> <li>◆ Are landlords of professionally managed (either by a licensed real estate agent or property manager) residential rental property who wish to insure against risks associated with renting out their property.</li> <li>◆ Have a property that has a long term or permanent tenancy with a current lease, which is governed by the relevant state or territory Residential Tenancy Act.</li> <li>◆ Have a property that is an acceptable type of building such as a residential rental property.</li> <li>◆ Have a property that is used for residential rental purposes and is occupied in a way that is acceptable to us, including if it is a multiple tenancy property, such as:               <ul style="list-style-type: none"> <li>– residential rental only;</li> <li>– long term/permanent tenancies with a current lease, which are governed by the Residential Tenancy Act in the respective state or territory.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>◆ Properties that are:               <ul style="list-style-type: none"> <li>– owner occupied properties, including if any part of the property is owner occupied;</li> <li>– self managed (landlord) rental properties;</li> <li>– short-term or holiday rental properties;</li> <li>– unoccupied over 90 days and not maintained.</li> </ul> </li> <li>◆ Properties that are:               <ul style="list-style-type: none"> <li>– commercial property;</li> <li>– boarding houses;</li> <li>– buildings under construction;</li> <li>– colleges and dormitories;</li> <li>– mobile homes or caravans;</li> <li>– temporary buildings or structures.</li> </ul> </li> <li>◆ Properties that are used in the following ways:               <ul style="list-style-type: none"> <li>– primarily to operate a business from;</li> <li>– as a childcare business;</li> <li>– as a farm or for farming purposes;</li> <li>– in connection with business or trade where people come to the insured address;</li> <li>– business signage installed on the property;</li> <li>– stock being stored at the insured address;</li> <li>– chemicals used for business activity being stored at the insured address.</li> </ul> </li> </ul>

## Why is the Product appropriate for customers in the target market?

The Product is likely to provide value to, and be consistent with the likely objectives, financial situation and needs of, the customers in the target market because:

- ◆ the Product provides cover for the types of loss or damage that customers in the target market might need; and
- ◆ the Product can be tailored to suit individual objectives, needs and financial circumstances by allowing customers flexibility to choose from a range of amounts of cover.

## When will we review this TMD?

We will complete a review of this TMD for this Product by no later than the following periods:

- ◆ First review period:  
By 25/08/2023.
- ◆ Ongoing review periods:  
At least every 2 years following the first review period.
- ◆ Significant impact review:  
Within 1 year of the TMD being updated based on a Review Trigger, a significant dealing outside of target market or a material change to the Product's distribution channel.

## Other circumstances which will trigger a TMD review

Triggers for this Product are:

- ◆ if one or more terms of the Product are altered and we consider that this alteration reasonably suggests that this TMD is no longer appropriate;
- ◆ an event or circumstance occurs that materially changes a factor taken into account when making the TMD that would suggest to us that the TMD is no longer appropriate, such as a change in underwriting requirements;
- ◆ the discovery of a material defect in the PDS which reasonably suggests that the TMD is no longer appropriate;
- ◆ if feedback, such as significant or systemic complaints or claims issues, is received from a distributor or customers who purchased the Product, and we consider that this reasonably suggests to us the TMD is no longer appropriate;
- ◆ if feedback, regulatory orders or directions received from a regulator, the Code Governance Committee (CGC) or Australian Financial Complaints Authority (AFCA) suggest this TMD is no longer appropriate;
- ◆ if a change in law, regulation, or regulatory guidance that materially affects the product design or distribution of the Product (or class of products that includes this Product) where we consider that this reasonably suggests that this TMD is no longer appropriate;
- ◆ where significant dealings outside the TMD occurs, and we consider that this reasonably suggests that this TMD is no longer appropriate;
- ◆ if a remediation event relating to this Product occurs where we consider this would reasonably suggest that:
  - this Product is unsuitable for a particular cohort of customers; and
  - the TMD may no longer be appropriate.
- ◆ if we consider, through our ongoing monitoring of product value data metrics (such as those identified in the section of this TMD titled 'Information to assess TMDs and reporting periods'), that material deviations have occurred in a combination of data metrics reasonably suggesting that the Product is not providing value or the TMD is no longer appropriate.

## What distribution conditions apply to this Product?

The following conditions apply to this Product:

- ◆ those distributors who distribute the Product are required to be authorised by us to distribute this Product and those arrangements must not be cancelled or suspended;
- ◆ this Product must only be distributed in accordance with this TMD;
- ◆ distribution of this Product must comply with all of our eligibility and underwriting criteria;
- ◆ distribution of this Product must be conducted through our policy administration system through the following distribution channels:
  - websites;
  - contact centres;
  - approved Real Estate Agents and Property Managers;
  - approved Mortgage Brokers, Financial Planners, Developers and Buyer's Agents;
- ◆ this Product cannot be distributed where this TMD is not up to date and no new TMD has been published; and
- ◆ the TMD must be current and not subject to any ASIC action that might suggest that the TMD is no longer appropriate.

These distribution conditions are supported by business processes, including reasonable platform controls (such as knockout underwriting questions), staff and distributor training, telephone and platform scripting and quality assurance programs, designed to ensure that the Product is distributed to customers within the target market.

## When do third party distributors need to report complaints about this Product to us?\*

Third party distributors who distribute our products need to provide us information on complaints made about this Product on a Quarterly basis (Complaints Reporting Period).

Third party distributors who distribute our products are required to provide to us this complaints information within 10 business days of the end of the Complaints Reporting Period.

All complaints lodged with us are handled in accordance with Suncorp's Group Complaint Management Standard.

\*This section only applies to products distributed by third party distributors.

## Information to assess TMDs and reporting periods

The table below sets out the kinds of information we need to identify, or those that distributors who distribute the Product need to provide to us, to enable us to ensure that the TMD for this Product continues to be appropriate.

Information	Persons required to report	Reporting period
Complaints feedback including: <ul style="list-style-type: none"> <li>◆ Nature of complaints</li> <li>◆ Number of complaints</li> <li>◆ Product category</li> </ul>	Distributors/Issuer	Quarterly
Claims data including: <ul style="list-style-type: none"> <li>◆ Average claims costs</li> <li>◆ Claims acceptance rates</li> <li>◆ Claims frequency</li> <li>◆ Loss ratios</li> </ul>	Issuer	Quarterly
Annual Product Review outcomes	Issuer	Annually
Sales information including: <ul style="list-style-type: none"> <li>◆ Strike rates</li> <li>◆ Cancellation rates</li> <li>◆ Exception reporting</li> </ul>	Issuer	Quarterly
Dealings of the Product outside of TMD	Distributors/Issuer	As soon as practicable but within 10 business days
Any feedback, regulatory orders or directions received from a regulator, CGC or AFCA in respect of the Product or its distribution	Distributors/Issuer	As soon as practicable but within 10 business days