

**Markham Private Clients
Target Market Statement**

Product Name	Markham Private Clients Limited – High & Medium Net Worth Household Insurance.
Target market -Who is this product designed for?	UK residents who own and/or occupy private dwellings located in the United Kingdom with insurable values in excess of £500,000 in respect of Buildings and £100,000 in respect of Contents including high value items.
Target market – What are the specific characteristics, including, customer vulnerability, that you should be aware of?	Private individuals purchasing insurance in respect of personal property outside of the purposes of their business. Insurable assets will be larger than those typically insured by the UK Household market. Potential vulnerability in elderly householders. This vulnerability can be mitigated by clear and unambiguous documentation and by the advised nature of all sales of this product via this binding authority.
Target market -Who is this product not designed for, or are there any types of customer for whom it would not provide the intended value?	The product is priced to reflect the breadth of cover. For example, All Risks Worldwide cover in respect of valuables as standard. The product may not be suitable for, or provide intended value to, customers without the need for such breadth of cover. The risk of the product being sold to those or whom it may not be suitable is mitigated by the acceptance criteria detail above (see Target market – Who is this product designed for?) and by the advised nature of all sales of this product via this binding authority.
What are the key value elements of the product that are important for the target market?	Breadth of cover A-rated security provide by Lloyd’s of London. High quality claims handling
What client need is met by this product?	The product meets the needs of customers seeking to insure physical assets, legal liabilities, (underwritten by Argenta Syndicate 2121 at Lloyd’s) legal expenses (underwritten by ARC Legal Assistance Ltd) and travel expenses (underwritten by Jackson Lee Underwriting)
Can this product be sold without advice?	This product can be sold with or without advice depending on your preference and in line with FCA regulations.
How can this product be sold?	The product is sold exclusively via intermediated distribution. This can be done face to face, by correspondence or electronically.