

# SURE INSURANCE RESIDENTIAL STRATA TARGET MARKET DETERMINATION



## The purpose of this Target Market Determination (TMD)

The purpose of this TMD is to describe:

- the class of retail clients the Sure Residential Strata Insurance product are suitable for, called our Target Market;
- how the product is distributed to reach retail clients within the scope of the target market; and
- the target market review periods and triggers we use to ensure our product remains appropriate and is not being acquired by any person who is not within our target market.

This document is not a Product Disclosure Statement (PDS) and is not a summary of our full product features, terms and conditions. Retail clients should refer to our Product Disclosure Statement (**PDS**) and any supplementary documents which outline the relevant terms and conditions of the product when making a decision about this product. The PDS may be viewed at; [www.sure-insurance.com.au](http://www.sure-insurance.com.au)

## Who is the product designed for?

The product provides Building and/or Common Contents cover for residential community title properties (commonly referred to as strata title properties).

Building cover provides insurance protection for bodies corporate, an owner's corporation or any association created under a Community Titles Scheme and those who have a financial interest in the building for specified causes of loss or damage and their legal liability in connection with the ownership of the building and common areas that are the responsibility of the body corporate. A retail client can be either a lot owner-occupier or a landlord who rent out their lot. However, not all lot owners fall within our target market.

Common contents cover provides insurance protection for bodies corporate for specified causes of loss or damage and their legal liability in connection with the ownership of any common contents located at the Community Title Property at the insured address.

More detailed explanations of the target market are set out in the table below:

### Building insurance

<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>
Homes, units, apartments or townhouses that form part of a Community Title Scheme. (Strata Title).	Community titled properties which are situated outside of Regional Queensland.
Community titled properties that are situated in Regional Queensland, namely from Hervey Bay and north to the Cape and west to Mt Isa.	Lot owners/ Landlords who rent out their property for short term rental of 3 months or less or for holiday letting.
Lot owners who own & occupy their lot.	Unoccupied lots for more than 60 days
Lot owners/ Landlords who rent out their property for long term rental of 3 months or more.	Lot owners/ Landlords who rent out their property and require additional rent default cover.
Community title properties which are well maintained, secure, watertight, and structurally sound.	Community title properties that are used primarily for business/ commercial purposes.
	New Community title properties in the course of construction.
	Caravans or mobile homes or houseboats.
	A lot that is used primarily for business/commercial purposes

### Common Contents insurance

<b>This product is appropriate for:</b>	<b>This product is not appropriate for:</b>
Common Contents located in a residential Community title property situated in Regional Queensland, namely from Hervey Bay and north to the Cape and west to Mt Isa.	Common Contents located in a residential Community title property situated outside of Regional Queensland.
	Contents kept in caravan, mobile home, houseboat, hotel, motel, guest house, backpacker or bed & breakfast accommodation, boarding home, private hotel, dormitory, nursing home, or any similar shared accommodation.
	Common Contents kept in a lot that is used primarily for business/ commercial purposes.

## Key Attributes

### **Burglary, theft or attempted burglary or theft**

Up to *your* sum insured. For more details see page 21.

### **Burglary or theft by a tenant or their guest**

Up to *your* sum insured. For more details see page 21.

### **Clean up following death**

Up to \$20,000. For more details see page 21.

### **Contents in the open air**

Up to \$5,000. For more details see page 21.

### **Cyclone, storm and water runoff**

Up to *your* sum insured. For more details see pages 22.

### **Damage by an animal**

Up to *your* sum insured. For more details see page 22.

### **Earthquake or tsunami**

Up to *your* sum insured. For more details see page 23.

### **Escape of water or liquids**

Up to *your* sum insured. For more details see page 23.

### **Exploratory costs of a leak**

Up to \$5,000. For more details see page 24.

### **Explosion**

Up to *your* sum insured. For more details see page 24.

### **Fire (including bushfire)**

Up to *your* sum insured. For more details see page 24.

### **Flood (including water runoff)**

Up to *your* sum insured. For more details see page 25.

### **Garden and plants**

Up to \$5,000. For more details see page 25.

### **Glass**

Up to *your* sum insured. For more details see page 25.

### **Impact**

Up to *your* sum insured. For more details see page 26.

### **Legal Liability**

Up to \$20,000,000 For more details see page 34-35.

### **Lightning**

Up to *your* sum insured. For more details see page 26.

### **Loss of rent**

Up to 10% of the *building* sum insured. For more details see page 27.

### **Malicious damage by a tenant or their guest**

Up to \$50,000. For more details see page 27.

### **Malicious damage, intentional damage or damage by vandals**

Up to *your* sum insured. For more details see page 27.

### **Mitigation improvements**

Up to \$10,000. For more details see page 28.

### **Motor burnout**

Up to 10 years. Up to \$5,000 For more details see page 28.

### **Removal of debris and rebuilding costs**

Up to 25% of *your* sum insured in addition to *your* sum insured. For more details see page 28.

### **Riot or civil commotion**

Up to *your* sum insured. For more details see page 29.

### **Storm surge**

Up to *your* sum insured or up to 10% of your sum insured for loss and damage to *common property* paths, driveways, garden, paving, freestanding and *retaining walls*. For more details see page 29.

### **Supplementary living expenses**

Up to \$10,000. For more details see page 30.

### **Temporary accommodation**

Up to 18 months or 10% of the sum insured. For more details see page 30.

### **Temporary storage of undamaged common contents**

For up to 18 months or 10% of the sum insured. For more details see page 30.

## OPTIONAL EXTRAS

### **Fidelity guarantee**

Up to \$50,000. For more details see page 31.

### **Office bearer's liability**

Up to \$1,000,000. For more details see page 31-32.

### **Voluntary worker cover**

Up to \$40,000. For more details see page 33-34.

The above key attributes make the Sure Residential Strata Insurance likely to be consistent with the likely objectives, financial situation and needs of the target market because it provides insurance cover, or the option to add cover, for events that may result in loss or damage to the building or common contents at the Community title property at the insured address. The product also provides cover for legal liability in connection with the ownership of the building and common areas that are the responsibility of the body corporate.

### **Higher Excess for reduced premium**

Our standard policy excess is the usual amount you must pay towards each claim. You can choose a higher excess to reduce the insurance premium. However, this option is not suitable for a retail client who cannot afford to pay the higher excess they have elected in the event of a claim.

### **Distribution Conditions**

The product is designed to only be purchased from a Sure Authorised Insurance Broker (see our website for details).

Only these representatives are trained and authorised by Sure to deal and advise in the product and must follow any guidelines we give them with regard to ensuring this product is only offered and sold to retail client who fall within our target market.

We have designed a set of questions to help us determine if you fall within the target market for this product. However, you should always check with us if you are not sure what a question means.

We are confident that the distribution conditions and restrictions will make it likely that consumers who purchase the Product are in the class of consumers for which it has been designed. Our view is that those distribution conditions and restrictions are appropriate and will assist distribution in being directed towards the target market.

### **Review Triggers**

Sure Insurance collects information and prepares reports regarding sales performance, claims performance, complaints and competitors' activities on a monthly basis, which will identify review triggers that may suggest that the TMD is no longer appropriate.

In addition to these review triggers, we will carry out reviews every 2 years from the effective date to ensure the TMD remains appropriate.

We will also review this TMD within 10 business days of any of the following events occurring:

- there are material amendments to the product, including to our acceptance criteria;
- there are material changes to our underwriting guidelines;
- the distribution method for the product changes;
- we receive a complaint or any number thereof that indicate retail clients who acquire the product do not fall within our Target Market.

### **Reporting and Monitoring**

We will review any direct written complaint we receive relating to this product on a monthly basis.

Sure Authorised Insurance Brokers are also required to provide us information regarding any complaint made by a retail client about this product on a monthly basis.

Any complaint made to us is managed in accordance with the Sure Complaints resolution process.

### **Questions?**

If you have any questions about our products, please call us on 1300 392 535.