

# Target Market Determination

## Landlord Insurance

Preparation date: 20 11 2023  
Effective date: 30 11 2023

This Target Market Determination (TMD) applies to:

- > **Issuer:** Guild Insurance Limited (Guild Insurance) trading as Acerta, ABN 55 004 538 863, AFS Licence No: 233791
- > **Product:** Acerta Landlord Insurance

This TMD is intended to provide Acerta distributors and customers with information regarding the class of customers this product has been designed for, taking into consideration their likely objectives, financial situation and personal needs.

This TMD does not provide any financial product advice, and does not consider any individual customer's needs, objectives or financial situation.

This TMD does not replace the terms and conditions and disclosures made in the Product Disclosure Statement (PDS) and Policy Wording.

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This TMD sets out:

- > who is in our target market and who the product is not designed for;
- > any distribution conditions and restrictions for this product;
- > review periods and events that may trigger a review; and
- > reporting obligations of our distributors.

### Acerta Landlord Product

The **Acerta Landlord** cover has been designed for owners of residential investment properties located within Australia, seeking to protect their property, investment income and associated legal liabilities.

### This product is suitable for:

Y	Customers who are the landlord of a residential property situated in a major city or inner regional location within Australia
Y	Customers who are the landlord of a residential building(s) or unit(s)
Y	Customers who require insurance protection for their investment property, investment income and associated legal liabilities
Y	Customers who are the landlord of a residential property situated in a major city or inner regional location within Australia
Y	Customers who have a written rental agreement in place with their tenant and a minimum 4-week bond
Y	Customers with the likely financial situation to be able to pay premiums in accordance with the chosen premium structure, and can afford to pay the chosen excess amount(s) in the event of a claim

## This product may not be suitable for:

N	Customers who own a property which is undergoing renovation, construction or subject to demolition or under a development application
N	Customers who own a property which is used for Community housing, Social/public housing, National Disability Insurance Scheme (NDIS) housing, Housing association, Affordable housing, Land council, Any other type of not-for-profit organisation and/or is a part of the National Rent Affordability Scheme (NRAS) or managed by a Government/Community Welfare department
N	Customers who own and reside in their property
N	Customers who are the landlord of a residential property situated in a outer regional, remote, very remote location within Australia or the property is located outside of Australia
N	Customers who are seeking cover for a residential building that is part of a Body Corporate or Owners Corporation
N	Customers who own property which is used primarily for business/commercial purposes including holiday/short term rentals, hostel, boarding house, bed and breakfast, holiday home and/or as a nursing home/aged care
N	Customers who are seeking cover for an unoccupied property
N	Customers who are seeking cover for their residential buildings only

## Distribution Conditions

Customers that obtain the product(s) in accordance with the distribution conditions set out below are likely to be in the target market because the application process and systems used for its distribution have been specifically designed to align distribution to customers in the target market.

A customer may fall within the target market described in this TMD, but as determined during the application process may not meet the underwriting criteria for a product.

The product(s) are distributed directly by the Issuer. All Guild Insurance representatives are accredited and provided with adequate training in the distribution of the products covered by this TMD and the application process, and routinely monitored by us.

<b>Distribution Conditions &amp; Restrictions</b>	This product is only available for customers to purchase directly through Acerta's authorised distributors and via Acerta portals.
<b>Distribution Method</b>	<ul style="list-style-type: none"> <li>&gt; The product may only be sold via the Acerta online portals, that use Acerta's quote, bind and product eligibility criteria.</li> <li>&gt; Any risk acceptance outside of the Acerta online portals is always referred to an Acerta Underwriter.</li> </ul>

## Review Triggers

<b>First Review</b>	> Within 12 months of the first issue of this TMD
<b>Periodic Review</b>	> Within 24 months of each subsequent review or within 12 months of any significant changes to the TMD
<b>Other circumstances that may trigger a review of this document prior to a periodic review</b>	<p>It is possible that certain events or circumstances may trigger a review prior to the scheduled periodic review. This could include Guild Insurance becoming aware of:</p> <ul style="list-style-type: none"> <li>&gt; a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;</li> <li>&gt; a change of relevant law, regulatory guidance or industry code which has a material effect on the terms or distribution of the product;</li> <li>&gt; a material change to the terms or availability of reinsurance for the product;</li> <li>&gt; a determination of the Australian Financial Complaints Authority (AFCA), a court or other tribunal which suggests that the target market may no longer be appropriate;</li> <li>&gt; the product being distributed and purchased in a way that is significantly inconsistent with this TMD;</li> </ul>

**Other circumstances that may trigger a review of this document prior to a periodic review (continued)**

- > a significant increase in the number or nature of complaints relating to the product;
- > a significant increase in the number or ratio of claims declined, or a significant increase in cancellation volumes;
- > other systemic complaints or claims issues relating to the product received by us or reported by distributors;
- > the nature and extent of feedback from distributors, customers or industry bodies is materially different to what we expected; or
- > any significant dealings outside the TMD and which we consider reasonably suggests that this TMD is no longer appropriate.

If any circumstances trigger a review of this document prior to the Periodic Review, then this TMD will be reviewed within 10 business days of Guild Insurance first becoming aware of such trigger.

## Reporting Obligations

Acerta and its distributors will ensure that the following information is collected and monitored to assist us with improving our product for our customers.

Information Required	Description	Reporting Period
Complaints	Number and nature of complaints received for this product within the reporting period	Quarterly
Feedback	Any feedback that will assist us to improve the product, including customer feedback that may imply confusion or dissatisfaction about product cover	Quarterly
Sales	Sales data including relevant new business, cancellation, renewal, policy and risk data	Quarterly
Claims	Claims data including the number of claims that are paid and declined	Quarterly
Significant Dealings	If an actual or possible significant dealing outside of the target market is identified, we require information such as the date (or date range) the dealing occurred, details about the dealing(s) and any steps or actions taken to mitigate.	As soon as practicable and within 10 business days of significant dealing being identified

This document is not intended to contain all details of customers who are suitable for this product, as that is determined via our application process. Whilst we provide details of who the product is not designed for, the list is not exhaustive. A customer should always refer to the Product Disclosure Statement to ensure the product is right for them. If you require further information, please contact us on **1300 223 782**.