

# Target Market Determination

## Residential Landlord



QBE Insurance (Australia) Limited ABN 78 003 191 035 AFSL 239 545

This Target Market Determination (TMD) is effective from 16.01.2023 and relates to the Residential Landlord Product Disclosure Statement (QM3071).

This TMD provides QBE's distributors and customers information regarding:

- which class of customers this product is suitable for (the target market) and which class of customers this product is likely to be unsuitable for;
- optional benefits that have been designed for customers within this product's target market;
- any distribution conditions and restrictions on distribution for this product;
- reporting obligations of our distributors; and
- the review period and events or circumstances that may trigger a review.

This TMD describes the customers within our target market. This TMD doesn't consider a customer's personal needs, objectives and financial situation.

A customer should always refer to the Residential Landlord Product Disclosure Statement (PDS), and any Supplementary Product Disclosure Statements (SPDS) that may apply, to ensure the product is right for them.

### Landlords (Home)

This product has been designed for customers in the target market to provide financial protection for:

- loss or damage occurring to a residential rental property caused by insured events, such as fire, storm and flood;
- accidental damage to the home;
- loss of rent due to damage by an insured event;
- malicious damage by tenants to the home; and
- legal liability for injury to or death of another person and loss of or damage to another person's property occurring at the insured address.

It offers optional cover to choose from to enable customers to tailor the product to suit their individual needs.

### Who is within the Target Market for Landlords (Home)?

<b>Customers within the Target Market</b> (Customers are within the target market if all the following conditions apply)	
✓	Customers who own a home in Australia used for residential purposes that they rent out to tenants under a lease agreement.
✓	Landlords who want financial protection for: <ul style="list-style-type: none"><li>• loss or damage to their residential rental property;</li><li>• accidental damage to the home;</li><li>• loss of rent due to damage by an insured event;</li><li>• malicious damage by tenants to the home; and</li><li>• legal liability for:<ul style="list-style-type: none"><li>○ injury to or death of another person; and</li><li>○ loss of or damage to another person's property, occurring at the insured address.</li></ul></li></ul>

**Customers NOT within the Target Market**

(Customers are not within the target market if any of the following conditions apply)

X	Customers who own and live in the home.
X	Customers who do not own the home they live in (for example a tenant who rents their home).
X	Landlords who own a unit(s) within a strata type building, which is required to be insured by a body corporate or similar (if they own a strata building, they should check with the strata legislation in their State or Territory for insurance requirements).
X	Landlords whose land or building(s) is used to earn an income or operate a business of any kind (other than earning residential rental income) where that landlord wants cover for: <ul style="list-style-type: none"><li>• a business; or</li><li>• any claim, loss, damage, injury or liability that arises out of income-earning activities.</li></ul>
X	Landlords whose property is used as hotels, motels, resorts, inns, commercially operated serviced apartments or similar venues for accommodation.
X	Landlords whose home is under construction or undergoing renovations, alterations, additions or repairs that: <ul style="list-style-type: none"><li>• involve removal of any part of the roof or an external wall; or</li><li>• impact the structure of a building such as removing or changing supporting walls, underpinning, foundations or piers.</li></ul>
X	Landlords whose home is awaiting demolition or in the course of being demolished.
X	Landlords whose home is unoccupied and will continue to be for more than 100 consecutive days.
X	Landlords whose property is not a standard residential home (for example a shipping container, houseboat, hostel).
X	Landlords whose residential home is by the sea or coastline and want insurance for action of the sea events such as erosion and rising of sea levels, including high and king tide.
X	Landlords whose home has damage, defects or maintenance needs which makes damage to the property more likely, for example termite damage or a leaking roof.
X	Landlords who want cover for wear and tear or costs associated with home maintenance.

## Target Market for Optional Benefits

Customers within the target market for this product may want to purchase the following optional covers:

### Optional benefit – Casually Let Holiday Home

#### Customers within the Target Market for the Casually Let Holiday Home optional benefit

- |   |  |
|---|--|
| ✓ | Landlords who own a holiday home that they rent out to paying guests as a casual or short-term rental (for example via Airbnb or a similar platform, where there is no lease agreement). |
|---|--|

#### Customers NOT within the Target Market for the Casually Let Holiday Home optional benefit

- |   |   |
|---|---|
| X | Landlords who own a residential property that is rented out to tenants under a lease agreement. |
|---|---|

### Optional benefit – Rent Default

#### Customers within the Target Market for the Rent Default optional benefit

- |   |   |
|---|---|
| ✓ | Landlords who own a residential property that is rented out to tenants under a lease agreement and want insurance for rent default. |
|---|---|

#### Customers NOT within the Target Market for the Rent Default optional benefit

- |   |  |
|---|--|
| X | Landlords who own a holiday home that they rent out to paying guests as a casual or short-term rental (for example via Airbnb or a similar platform, where there is no lease agreement). |
|---|--|

## Landlords (Contents)

This product has been designed for customers in the target market to provide financial protection for:

- loss or damage occurring to their residential home contents intended for the tenant's use caused by insured events, such as fire, storm and flood;
- accidental damage to the contents;
- malicious damage by tenants to the contents; and
- legal liability for injury to or death of another person and loss of or damage to another person's property occurring at the insured address.

It offers optional cover to choose from to enable customers to tailor the product to suit their individual needs.

### Who is within the Target Market for Landlords (Contents)?

#### Customers within the Target Market

(Customers are within the target market if all the following conditions apply)

✓	Landlords who own household contents intended for their tenant's use within their residential property in Australia that they rent out to tenants.
✓	Landlords who want financial protection for: <ul style="list-style-type: none"> <li>• loss or damage to their contents in their residential rental property;</li> <li>• accidental damage to the contents;</li> <li>• malicious damage by tenants to the contents; and</li> <li>• legal liability for: <ul style="list-style-type: none"> <li>○ injury to or death of another person; and</li> <li>○ loss of or damage to another person's property, occurring at the insured address.</li> </ul> </li> </ul>

#### Customers **NOT** within the Target Market

(Customers are not within the target market if any of the following conditions apply)

X	Homeowners whose contents are within a residential home that they own and live in.
X	Customers whose contents are within a home they rent from a landlord.
X	Landlords whose property is not a standard residential home (for example a shipping container, houseboat, hostel).
X	Landlords who want insurance for their personal contents which they store within the home they rent out to a tenant.
X	Landlords whose land or building(s) is used to earn an income or operate a business of any kind (other than earning residential rental income) where that landlord wants cover for: <ul style="list-style-type: none"> <li>• a business; or</li> <li>• any claim, loss, damage, injury or liability that arises out of income-earning activities.</li> </ul>
X	Landlords whose property is used as hotels, motels, resorts, inns, commercially operated serviced apartments or similar venues for accommodation.
X	Landlords whose home is unoccupied and will continue to be for more than 100 consecutive days.
X	Landlords whose residential home is by the sea or coastline and want insurance for action of the sea events such as erosion and rising of sea levels, including high and king tide.
X	Landlords who want cover for wear and tear or costs associated with maintenance.

## Target Market for Optional Benefits

Customers within the target market for this product may want to purchase the following optional covers:

### Optional benefit – Casually Let Holiday Home

#### Customers within the Target Market for the Casually Let Holiday Home optional benefit

- |   |  |
|---|--|
| ✓ | Landlords who own a holiday home that they rent out to paying guests as a casual or short-term rental (for example via Airbnb or a similar platform, where there is no lease agreement). |
|---|--|

#### Customers NOT within the Target Market for the Casually Let Holiday Home optional benefit

- |   |   |
|---|---|
| ✗ | Landlords who own a residential property that is rented out to tenants under a lease agreement. |
|---|---|

### Optional benefit – Rent Default

#### Customers within the Target Market for the Rent Default optional benefit

- |   |   |
|---|---|
| ✓ | Landlords who own a residential property that is rented out to tenants under a lease agreement and want insurance for rent default. |
|---|---|

#### Customers NOT within the Target Market for the Rent Default optional benefit

- |   |  |
|---|--|
| ✗ | Landlords who own a holiday home that they rent out to paying guests as a casual or short-term rental (for example via Airbnb or a similar platform, where there is no lease agreement). |
|---|--|

## Distribution Conditions

This product has been appropriately designed to be distributed through Defence Service Homes Insurance Scheme. The product and the systems it is distributed through have been designed for a customer seeking insurance through Defence Service Homes Insurance Scheme. Defence Service Homes Insurance Scheme has taken reasonable steps to understand the key product attributes and align distribution to customers in the target market.

<b>Distribution Restrictions</b>	This product can only be sold via Defence Service Homes Insurance Scheme, ABN 97 191 187 638, ARN 269008.
<b>Distribution Conditions</b>	<p>This product can only be sold via a QBE approved application system within the eligibility and underwriting rules.</p> <p>Any quoting outside the system must always be referred to a QBE authorised representative.</p> <p>It can be sold to customers within the target market without the customer being provided with any financial product advice or, with either general or personal advice.</p> <p>Make the TMD available to customers who wish to refer to it.</p>
<b>Distribution Method</b>	<p>The distribution method of selling this product may comprise of:</p> <ul style="list-style-type: none"> <li>• Online via a quote portal approved by QBE;</li> <li>• Direct contact between the customer and Defence Services Homes Insurance.</li> </ul>

## Reporting Obligations for Distributors

Distributors of this product are required to provide QBE with complaints information about this product through the agreed complaints submission process including:

- The number of complaints the distributor has received about this product during the reporting period;
- A brief summary about the nature of the complaint raised and any steps taken to address the complaint; and
- Any general feedback our distributor may have received on this product.

Distributors should include sufficient details about the complaint that would allow QBE to identify whether the TMD may no longer be appropriate to the class of customers.

**Reporting Period:** 6 monthly or as otherwise agreed with the Distributor and no later than 10 business days after the agreed complaints reporting date.

## Dealings outside the target market

Distributors of this product need to report to QBE when they become aware a dealing outside the target market that has not been approved by QBE. Their report to QBE must include information such as the date (or date range) the dealing occurred, details about the dealing(s) and any steps or actions taken to mitigate.

**Reporting Period:** As soon as practicable and, subject to our distribution agreement, no later than 10 business days of the date on which the Distributor became aware of the dealing.

## TMD Reviews

<b>Review Period</b>	The initial review of this TMD will occur no later than 2 years from the date this TMD is first published and every 2 years thereafter.
<b>What may trigger a review prior to periodic review</b>	<p>The events or circumstances that may suggest the product is no longer suitable to the target class of customers and would trigger a review (prior to the scheduled periodic review date) include, but are not limited to, QBE becoming aware of:</p> <ul style="list-style-type: none"><li>• a significant increase in the number of complaints relating to the product received by QBE or reported by distributors;</li><li>• a material change to the product including Product Disclosure Statement, information or assumptions upon which the target market was formulated;</li><li>• 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>• the product being distributed and purchased in a way that is significantly inconsistent with this TMD;</li><li>• adverse trends in policy and claims data indicating the product is not performing as expected by the customer.</li></ul>