



## FVA Summary and Target Market Statement

# Title

The purpose of this document is to explain our FVA findings, the identified target market and the expected distribution strategy for each insurance product manufactured by AXA XL. Specifically, it provides information on a product category level about the main features associated with each product and clarifies who our products are designed for and who they are not appropriate for. This target market statement also explains the way our products should be distributed and provides information around the complexity of our products and how to ensure that a product provides fair value to our customers as intended.

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## Product type

The title insurance product is a Commercial Lines solution for property owners, investors, and lenders. It helps facilitate property transactions by providing multi-year legal risk protection, recommended by lawyers, to ensure peace of mind and financial security against ownership-related claims.



## Who is the product designed for?

The target market for the Title insurance product includes Consumers, Small sized, Medium sized, Large commercial and Micro-enterprise businesses along with Charity/Trusts.



## What customer need is met by this product?

This product meets customer needs by providing protection for their property and assets during transactions, helping to reduce associated risks. Additionally, it satisfies mortgage lenders' requirements for insurance coverage, enabling customers to secure loans against their property.



## Who is the product not appropriate for?

The product is not designed to support consumers or entities that do not have a legitimate insurable interest in a property, such as individuals or organisations that do not own or have a financial stake in the property.



## Target market specific characteristics, including, customer vulnerability

Customers who may be experiencing characteristics of vulnerability due to either personal circumstances, ill health, financial issues, life events such as bereavement, and/or external factors such as economic instability may require adjustments and flexibility to benefit from the policy.

All customers are at risk of becoming vulnerable at any time. AXA XL are committed to supporting additional needs from customers. If additional support is required or a customer has been identified as vulnerable, please contact us by visiting: [AXA XL's Vulnerable Customers Guide & Contact Support](#)



## Key value elements and exclusions

The Title insurance product typically covers:

- Legal claims against ownership or title.
- Defects in the title or title transfer.
- Unregistered or missing interests.
- Encumbrances or liens not discovered during due diligence.
- Issues arising from false or misleading information in title documents.





## Key value elements and exclusions (continued)

The exclusions - Loss or damage caused by:

- Communicating with a third party, without prior written consent.
- Using property for use which is different to policy insured list.
- Dishonest claim.
- Governmental body or public utility company exercising statutory rights over your property.



## Does the product include optional covers?

Limited cover is offered such as 'Loss of Rent'.



## How should this product be distributed?

The product is distributed via delegated underwriting arrangement (DUA) and open market.



## What should distributors do to ensure the product provides fair value to the end customer?

To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Commission, fees, or charges passed onto the customer must be proportionate to the service provided and provide fair value.



## How can the product be sold? Can it be sold without advice?

The product is usually sourced by lawyers acting for clients in a real estate transaction. In other cases, clients approach specialist brokers. The product is sometimes sold via an online portal. On some occasions clients approach us directly (however, these clients are always commercial clients who are sophisticated and well used to dealing with real estate transactions or other asset classes).

This product can be sold with or without advice depending on the customer's preference and in line with FCA regulations.



## Additional Product Literature

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage.





## How is value assessed?

AXA XL has an established product governance process to oversee the design, approval, and review of all our products in line with the requirements of the FCA's Product Intervention and Product Governance Sourcebook ('PROD').

New product developments and changes to existing products are taken through a formal product approval process which is designed to:

- Identify the target market and its needs.
- Consider and review the product's performance metrics, product complexities, sales, and service risks.
- Consider and review the policy fees, charges, remuneration in comparison to benefits offered.
- Review policy wordings and customer facing documentation to ensure it is clear, fair, and not misleading.
- Consider the needs of any vulnerable customers; and
- Monitor post-sales performance.

Once a new or amended product is introduced to the market, AXA XL will regularly review the product to see if any changes are needed and to make sure it remains suitable for customers in the identified target market.

If, as a distributor of AXA XL products, you consider one of our products may be failing to meet customers' needs or is potentially unclear you can help us by providing feedback through your usual point of contact at AXA XL.



## Key Findings - 2025 Fair Value Assessment

AXA XL has conducted a comprehensive review of this product against specified metrics, considering whether the insurance product remains consistent with the needs of the identified target market and whether the intended distribution strategy remains appropriate.

The review has determined that this product continues to provide fair value in compliance with the FCA's Product Intervention and Product Governance Sourcebook (PROD). This product will therefore be monitored as per BAU and reviewed again in 12 months as per PROD 4.2.34 requirement to undertake regular product reviews.

In reaching the conclusion that this product continues to provide fair value, AXA XL has assessed various metrics including:

- Claims Repudiation Rate
- Claims Complaints as a % of Total Claims
- Policy Cancellation Frequency
- Gross Loss Ratio
- Total Acquisition Ratio

Our approach to this product review has utilised data and MI readily available to AXA XL to conduct a quantitative analysis. Additionally, we have also performed a qualitative review.

As a distributor, you may wish to consider metrics you hold in conjunction with this assessment. On conducting your own review, where issues are identified that are not identified within this review, please notify us so we can consider the impact on the product in our capacity as carrier.





# Know You Can

AXA XL Insurance Company UK Limited  
20 Gracechurch Street, London, EC3V 0BG, United Kingdom  
Telephone: +44 (0)20 7626 0486 Fax: +44 (0)20 7623 9101 [axaxl.com](http://axaxl.com)

Registered office: 20 Gracechurch Street, London, EC3V 0BG Registered in England No 5328622

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