

**Product name: Self-Build.**

**Information sheet produced: April 2023.**

## **Our approach to meeting the Products & Services Outcome and Price & Value Outcome – Information for distributors of the Product**

This summary document is being provided to you to fulfil our responsibilities under PRIN 2A.4.15R and PRIN 2A.3.12 R (2). -

It is designed to support you to comply with your responsibilities under PRIN 2A.3.16 R and PRIN 2A.4.16 R. Please note that you are ultimately responsible for meeting your obligations under 'The Consumer Duty'.

This information is intended for intermediary use only and should not be provided to customers.

### **1. Summary of our assessment**

We have assessed that:

- Our Self-Build product range continues to meet the needs, characteristics, and objectives of customers in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The Product provides fair value to customers in the target market (i.e. the total benefits are proportionate to total costs).

### **2. Product characteristics & benefits**

The products are designed to meet the needs of the target group. The product features and criteria are designed to support these needs.

- Discount variable rate for two years followed by our Standard Variable Rate (SVR).
- Available throughout England + Wales.
- Loans available up to £1.5M (loans of £1M and above classified as Large Loan).
- Up to 6x loan-to-income accepted.
- 10% overpayment allowance without penalty per year during the initial discount period.
- No repayment penalties once account as reverted to SVR.
- No upper age limit (employed/self-employed income accepted up to age 75).
- Flexible drawdown structure (funds released in arrears of works completed + based on re-inspection).
- PCC/Architects certificate accepted as alternative to standard 10-year warranty.
- 20% contingency fund required.
- Where LTV will remain low during build, borrowing available up to 100% of build costs including contingency amount.
- Non-standard/Modern Methods of Construction accepted.
- Execution-only product switch available at end of build (customer can also ask broker to act on their behalf).

Full eligibility criteria can be accessed on our intermediary website via this link <https://www.harpendenbs.co.uk/intermediaries-mortgage-range/>.

### 3. Target market assessment and distribution strategy

This target market assessment matrix segments the target customers for the Product, recognising their different needs to enable you to tailor the services you provide when you distribute the Product.

Customer Circumstances	Distribution Strategy	Customer Needs & Objectives
<p>Customers who are building a new main residence –covers:</p> <ul style="list-style-type: none"> <li>• New build plots</li> <li>• Knock down + re-build</li> <li>• Converting an existing barn/non-residential structure.</li> <li>• Undertaking a significant upgrade, extension, or refurbishment on their current residence.</li> <li>• Converting a current single property into multi-unit property, or vice versa.</li> </ul>	<p>Available via Mayflower Mortgage &amp; Finance.</p> <p>Mayflower are a specialist Self-Build firm who accept applications directly from customers and as a packager via intermediaries.</p>	<ul style="list-style-type: none"> <li>• To secure borrowing for a Self-Build project despite having financial/other circumstances falling outside the appetite of alternative Self-Build providers.</li> <li>• To be able to switch to a standard residential product without re-assessment at the end of the build.</li> </ul>

The Product is not designed for customers who:

- Require borrowing above 70% LTV.
- Live outside the UK.
- Wish to take out a mortgage without Early Repayment Charges (ERCs).
- Are building a property to be let/used for non-residential purposes.
- Have significant adverse credit/payment issues.
- Otherwise fall outside our stated lending criteria.

### 4. Customers with characteristics of vulnerability

The Product is designed for customers undertaking a project to build a new main residence in England & Wales, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

We take the following actions to ensure vulnerable customers continue to receive good outcomes:

- The needs and objectives of customers within our target market are considered in detail when lending products are being designed, and products are tested to ensure they are designed so as to deliver good outcomes, including for vulnerable customers.
- A dedicated Vulnerable Customer Policy is maintained.
- Staff receive training on how to identify and assist vulnerable customers appropriately.
- Operational procedures are adhered to and reviewed on a regular basis.

It is important that Self-Build customers have a sufficient level of understanding of the implications of undertaking a build project and the associated requirements, so as to reduce the risk of the project

encountering difficulty during the build process (and therefore increasing the likelihood of customers developing characteristics of vulnerability).

On this basis the Society currently distributes its Self-Build products via Mayflower Mortgage & Finance who can apply specialist knowledge to assessing the suitability of the following during the application process:

- Planning documents
- Costings/build schedule
- Stage payment requirements
- Construction type
- Build management firms/other sub-contractors

Intermediaries should continue to comply with your obligations to ensure that you treat customers in vulnerable circumstances fairly.

Please contact us if you need any further information about how we support the needs of all our customers in relation to the Product.

## 5. Our assessment of value

We have developed a comprehensive and robust assessment process which evaluates several aspects of our business to determine the value of our mortgage product. This analysis is used to ascertain whether the Product delivers fair value for customers.

The outcomes of the assessment process are presented to the Assets & Liabilities Committee and Operations, Risk & Compliance Committee allowing for challenge and further investigation before we sign-off the outcomes and share the summary of our assessment with you.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
The range of features that the Product provides, the quality of the Product, the level of customer service that is provided and any other features that the Product may offer.	The interest rates, fees and charges customers pay for the Product, comparable market rates, advice fees paid to intermediaries and non-financial costs associated with operating the Product.	The cost of funding the Product and any other reductions in costs to the customer made possible by economies of scale.	Any limitations on the scope and service we provide or the features of the Product.

### Results of our assessment

Our assessment concluded that the Product continues to deliver fair value for customers in the target market for the Product.