



Product name: Self & Custom Build Mortgage Range

Information sheet produced: 01.07.24

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 & Custom Build mortgage 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 and the product features and criteria that support these needs are:

- Funding available for self-build, custom build, conversion and renovation projects
- Funds released in stages as the customer's build progresses
- Funds released in advance/in arrears of each stage to provide a suitable cashflow

- Stage releases linked to the cost of each stage of work, to provide funds at the right time to cover build costs
- Stage releases not subject to valuations during the build – to remove the risk of the customer receiving less than they expect or need
- Up to 85% of project costs available subject to maximum final LTV
- Variable Rate Discount products
- Loans up to 80% of the value of the completed property available
- Mortgage Term up to 40 years
- Early Repayment Charge Free options available
- Cashback product option for installation of energy efficiency products e.g. solar panels and heat pumps
- Professional support for projection/evaluation of project costs through 3rd party providers
- Individual borrower credit assessment with NO use of 'credit score'
- Ability to review self-employed accounts on an individual basis
- Wide range of follow on retention products up to 200% LTV

Further information on how to access our self-build products can be found on the following link: <https://www.furnessbs.co.uk/intermediaries/self-build-mortgages>

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
<ul style="list-style-type: none"> • Customers looking to self-build, custom build, renovate or convert a property to be their main home • Customers who are resident in the UK, except Northern Ireland. • Are First time buyers or already own a residential property • Customers who will live in the security property 	<ul style="list-style-type: none"> • Available through BuildLoan • Advised sale only 	<ul style="list-style-type: none"> • Suitably structured funding for a project to self or custom build, renovate or convert a property to be the customer's new home • Confidence that funds are available at the right time during the build and agreed as part of the application process • Stage releases not subject to valuations during the build – to remove the risk of the

<ul style="list-style-type: none"> • Customers with a good financial management record with ability to repay loan 		<p>customer receiving less than they expect or need</p> <ul style="list-style-type: none"> • Funds released in advance of/on completion of each stage of work • Support to ensure the property build is progressing in line with plan • Access to range of LTV loans up to 80% to purchase the required property • Flexibility to make overpayments • Be able to afford mortgage repayments • Good value retention deal option when initial deal stops – including if in arrears or >100% LTV
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The Product is not designed for customers who:

- Are building a property with the intent to let or sell for profit
- Are Credit impaired borrowers
- May be unable to afford loan payments in a high interest rate environment
- Do not meet our lending or property criteria

4. Customers with characteristics of vulnerability

The Product is designed for a wide range of individuals wanting to purchase or re-mortgage a residential property, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this Product to ensure the Product meets their needs.

We have also tested the Product to assess whether it will meet the identified needs, characteristics, and objectives of the target market, including customers in the target market who have characteristics of vulnerability.

The Society has a customer support framework to provide support for customers with the following vulnerabilities:

- Health: Physical Disability; Severe or Long Term Illness; Hearing or visual impairment; Mental health condition or disability; Addiction; Low mental capacity or cognitive disability
- Life Events: Retirement; Bereavement; Income Shock; Relationship Breakdown; Domestic Abuse; Caring Responsibilities
- Resilience: Inadequate (outgoings exceed income) or erratic income; Over-indebtedness; Low savings; Low emotional resilience; Learning Difficulties; No or low access to help or support
- Capability: Low knowledge or confidence in managing finances; Poor literacy or numeracy skills; Poor English Language skills; Poor or non-existent digital skills

The framework is supported through colleague training; flexible policies designed to accommodate vulnerable customer needs and monitoring of outcomes.

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 Product Development and Customer Experience 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.