



## Product name: Self Build Mortgage Range

Information sheet produced: 1<sup>st</sup> April 2025

### **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 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 Products provide fair value to customers in the target market (i.e. the total benefits are proportionate to total costs).

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

Our self-build mortgage products are designed to meet the needs of the target group, being the need to secure staged finance to fund the cost of building a new home. The product features and criteria are designed to support these needs.

- Variable rate
- Advance or arrears options for stage releases
- 75% LTV against stage releases
- ERCs for no longer than 2 years
- Overpayment facility
- Additional Advance option with no ERC
- Available up to 80% LTV
- Interest only payments during period of build
- Large loan options

Eligibility criteria can be accessed on our intermediary website via this link. [Lending Criteria \(thevernon.co.uk\)](https://thevernon.co.uk) or by contacting our Intermediary Team on 0161 429 4327.

#### **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
Customers planning self-build, custom build, conversion and renovation projects that do not have sufficient funds to pay for the work. They require funding for each stage of the project and ultimately plan to live in the completed home.	Available through Vernon mortgage advisers & intermediaries. Applications through advised sale only.	<ul style="list-style-type: none"> <li>- Up to 75% of the cost of each stage including land purchase.</li> <li>- Funding in advance or in arrears of stage depending on cashflow requirements.</li> <li>- Interest only during the period of build</li> <li>- Ability to convert to conventional Vernon mortgage on completion with early repayment change.</li> <li>- Able to accept a variable rate of interest</li> </ul>

The Products are not designed for customers who:

- Are not building a new home.
- Do not meet our lending criteria.

#### 4. **Customers with characteristics of vulnerability**

The Products are designed for customers that are building a home, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

The Society considers the needs, characteristics, and objectives of customers with vulnerability at all stages of the product design process to ensure that the product meets their needs. A framework is in place to consider the needs of Vulnerable Customers throughout the product lifecycle / customer relationship with the Society.

As a 'Distributor' you should continue to comply with your obligations to ensure you treat customers with characteristics of vulnerability fairly.

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

#### 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 Executive Committee, allowing for challenge and further investigation before we sign-off the outcomes and share the summary of our assessment with you.

The Society will only market products where it is concluded that the product offers fair value to customers. Any product identified as not offering fair value to customers will not be approved.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
The range of features that the mortgage products provide, the quality of the products, the level of customer service that is provided and any other features that the products 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.	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.

Document Owner	Product Manager
Current Version Number	V1.1
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