



Product name: Family Assisted First Time Buyer Mortgage Range

Information sheet produced: 1st 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 family assisted first time buyer 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

Our family assisted first time buyer mortgage products are designed to meet the needs of the target group, being those that require family support to raise the finance to purchase a first home. The product features and criteria are designed to support these needs.

- Fee free options
- Overpayment allowance on all products
- Terms of up to 35 years
- Available up to 100% LTV (with additional security from parent – cash or property)
- Guarantor from parent/family member or 'joint borrower / sole proprietor' option
- Product options vary from time to time to meet demand and may include fixed and discount.

Full 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 Products.

Customer Circumstances	Distribution Strategy	Customer Needs & Objectives
First time buyers that need family support to purchase a residential property in England or Wales.	Available through Vernon mortgage advisers & intermediaries. Applications through advised sale only.	<ul style="list-style-type: none"> - To obtain a new home - Lack of deposit but parental support available - Parent that prefers not to gift deposit but has capital available to provide support for at least 5 years

The Product is not designed for customers who:

- Are purchasing a property to let
- Do not meet our lending criteria
- Do not have access to family support
- Do not need parental support

4. Customers with characteristics of vulnerability

The Product is designed for younger customers that are purchasing a home, which is may include some customers with characteristics of vulnerability or who will experience vulnerability over time. The customers are likely to have limited experiences of managing their finances, however in all cases family support is necessary which mitigates this. Extensive information is provided at pre-sale and sale stages including Q&As for borrowers and parent helpers. Parent helpers must have independent legal advice.

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 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 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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Next Review Date	April 2026