

**Product name:** Self-Build (SB) Range

**Information sheet produced:** [24/02/2025]

## **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 SB 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, most notably aiming to build or renovate their dream home and likely to want competitive rate of interest on an interest only basis to keep cashflow positive during the build process. The product features and criteria are designed to support these needs:

- Free Valuation, Cashback
- Low start interest rates
- Interest Only during the build
- No long term penalties >2 years to allow to remortgage post project completion or no early repayment penalties for projects expected to complete quickly

Full eligibility criteria can be accessed on our intermediary website via <https://thehanley.co.uk/intermediaries>.

### **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>Aims to build or renovate their dream home</p> <p>More likely to be biased towards sustainable properties and energy efficiency</p> <p>Likely to want a competitive rate of interest on an interest only basis to keep cashflow positive during the build process</p> <p>Likely to need a medium to high loan in value &gt;£200k with an LTV &lt;=80%</p> <p>Likely to have a medium to high Loan to income</p>	<p>Available through Direct &amp; Intermediary*</p> <p>Applications through an advised sale only.</p>	<ul style="list-style-type: none"> <li>• Product incentives e.g. Valuation, Cashback</li> <li>• Low start interest rates</li> <li>• Interest Only during the build</li> <li>• No long term penalties &gt;2 years to allow to remortgage post project completion or no penalties for projects expected to complete quickly</li> </ul>
<p>*Intermediary distribution through selected:</p> <ul style="list-style-type: none"> <li>• Networks and their Appointed Representatives.</li> <li>• Mortgage clubs.</li> </ul> <p>All intermediaries must be registered with us. The list of acceptable Networks and Mortgage Clubs is available at <a href="https://thehanley.co.uk/intermediaries">https://thehanley.co.uk/intermediaries</a>.</p>		

The Product is not designed for customers who:

- Are purchasing a property to let
- Are severely credit impaired borrowers
- Require a part & part mortgage
- Do not meet our lending or property criteria

#### 4. Customers with characteristics of vulnerability

The Product is designed for the SB market segment, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

SBs are sensitive to rises in cost of supplies during the build/renovation period.

Therefore, they may require additional advice and support to ensure they understand the information being presented to them and the implications of the arrangement they are entering into to reduce the risk of harm occurring.

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.

We have in place a framework to achieve good outcomes for vulnerable customers, which includes:

- Education and training for our staff to ensure they have the appropriate skills and experience to recognise and respond to the needs of vulnerable customers.
- Suitable customer service provision and communications.
- Flexible policies, where appropriate, to support vulnerable members
- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

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 Board, 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.