

**Service:**

Self-build, custom build, renovation and conversion stage payment mortgage products and associated support services.

Information sheet produced: March 2026

**This summary document is being provided to you to fulfil our responsibilities under PRIN 2A (The Consumer Duty) – PRIN 2A.4.15R and PRIN 2A.3.12R.**

**It is designed to support you to comply with your responsibilities under PRIN2A.3.16 R and PRIN 2A.4.16R.**

**Our approach to meeting the Products and Services Outcome – Price and Value Outcome.**

We have assessed that:

- Our service continues to meet the needs, characteristics, and objectives of consumers in the identified target market.
- The intended distribution strategy remains appropriate for the target market.
- The benefits we provide to brokers – including the distribution of specially designed mortgage products to the intermediary market; support with fact-finding, information gathering, ESIS preparation, pre-offer support, and post-offer assistance through to completion; and post-completion engagement – provide fair value to customers in the target market.
- These benefits are proportionate to the charges made by BuildLoan.

**1. Service characteristics & benefits**

Our service is designed to meet the needs of the target group - specifically by distributing mortgage products via intermediaries, networks, brokers and introducers who require specialist solutions for clients building, renovating or converting their own homes. The service and associated products we provide include:

- Access to dedicated specialist experts with in-depth knowledge and guidance via our broker desk on potential mortgage solutions.
- Access to exclusive products which are unavailable directly.
- High quality customer service – (we proactively seek customer feedback).
- Strong lender and underwriter relationships enabling bespoke consideration of applications.
- Preparing and submitting Decision in Principle requests.
- Ensuring high quality applications are submitted to lenders avoiding delays associated with poorly presented applications, fraud checks and underwriting.
- Providing specialist support verifying anticipated build costs.
- Access to advance or arrears stage payment products to support cashflow.
- Interest from our panel of lenders is calculated daily – so clients only pay interest on the outstanding balance.
- Funds released at key stages of the build.
- Interest-only payment option during the build stage to minimise costs.
- Option to move onto a standard residential mortgage product with the same lender upon completion without paying an Early Repayment Charge.

## 2. Limitations

Our service is not available for:

- Direct clients.
- We do not have access to direct customer rates.
- Clients who are NOT building, renovating or converting a home.
- Clients who are building, renovating or converting a home to let/use for commercial purposes or sell for profit.
- Clients who do not meet the lending or property criteria of any of our panel of lenders.
- Clients who are unable to demonstrate they have the means to repay any proposed lending.

## 3. Target market assessment and distribution strategy

This target market assessment matrix segments the target clients for the product range, recognising their different needs to enable us to tailor the services we provide.

Customer Circumstances	Distribution Strategy	Customer Needs & Objectives
<p>Clients seeking finance for their self-build, renovation, conversion or custom-build project to live in England, Scotland and Wales.</p>	<p>Via regulated mortgage intermediaries, networks, brokers and introducers.</p>	<ul style="list-style-type: none"> <li>• Looking to self or custom build, renovate or convert a property to be their main residence</li> <li>• A mortgage product to fund the land/property purchase and/or build costs</li> <li>• Receive funds in stages during the build as the security is not suitable for a “traditional” residential mortgage</li> <li>• Stage funds released linked purely to the project costs AND/OR to have funds released either in advance or in arrears i.e. prior to commencement of each stage of work or after completion of each stage of work – this will depend on the following factors:               <ul style="list-style-type: none"> <li>○ the borrowing requirement</li> <li>○ the build costs</li> <li>○ the amount of available funds held by the client</li> <li>○ whether the plot/property is owned or the mortgage is to include funds to assist with purchase costs</li> <li>○ the type of building project</li> </ul> </li> </ul>

## 4. Remuneration

Packager fee – non-refundable.

Arrangement fee – payable on offer – non-refundable.

Procurement fee – commission received from the lender- this will be shared with the introducer or adviser.



**5. Behavioral Biases**

As part of our fair value assessment, we reviewed potential behavioural biases relevant to our target market and product design. This reflects our commitment to ensuring that Buildloan does not cause foreseeable harm through the exploitation of cognitive vulnerabilities or decision-making frictions. Where anomalies are identified relating to product suitability, we will feed back to the broker to discuss with their client.

**6. Clients with characteristics of vulnerability**

The product range is designed for the owner-occupied self/custom build and conversion/renovation market segment, which may include clients with characteristics of vulnerability or who will experience vulnerability over time. We will adapt our service accordingly to ensure we meet these needs.

Some clients may be unfamiliar with, or have a limited comprehension of, self-build/custom-build mortgages or the market. Therefore, they may require additional explanation, support, and advice to ensure a full understanding of the information being presented to them and the costs, processes, and implications.

We have tested the product range to ensure it meets the needs, characteristics, and objectives of the target market, including clients 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/training and upskilling our staff to recognize and respond to vulnerable clients.
- Clear communications and suitable service provision.
- Continuous monitoring to ensure good outcomes for vulnerable clients.
- Seek permission to share relevant vulnerability information with proposed lenders if deemed appropriate.

**Intermediaries must continue to comply with their obligations to ensure they treat vulnerable customers fairly.**

**7. Our assessment of value**

We have a robust assessment which evaluates our pricing structure to determine the value of our services. This analysis is used to ascertain whether our services deliver fair value for customers.

The outcomes of this assessment are reviewed annually by our Executive Committee allowing for challenge and further investigation before sign off.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
The range of features the product range provides, the quality of the product range, the level of customer service that is provided and any other features that the product range may offer.	The fees and charges our customers pay us for our services and comparable market rates.	The costs of providing the services to the client from advice application, offer, to completion of the build project.	Any limitations on the scope and service we provide.

Conclusion of our Assessment

Our service continues to deliver fair value for customers within the target market.