

FOR INTERMEDIARY USE ONLY

Consumer Duty Product Information Sheet: **First Time Buyer (FTB) product range**

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Call: **01635 918 000**

Visit: **newbury.co.uk/intermediaries/**



Newbury
Building Society

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 Intermediaries use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- Our FTB 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 the need to purchase their first home and secure suitable finance. The product features and criteria are designed to support these needs.

- Fixed and variable rate products.
- Free Standard mortgage valuation
- Support for government affordable housing schemes
- Family support options (subject to eligibility)
- Availability on new and existing homes
- Do not credit score, manually underwrite
- Mortgage term up to 35 years (40 years for shared ownership)
- Mortgage Indemnity Premium paid for by the Society
- Products allow for some form of overpayments
- Mortgage is portable

Full eligibility criteria can be accessed on our intermediary website www.newbury.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
FTBs looking to purchase their first home in the UK	<ul style="list-style-type: none"> Available through direct and Intermediary* channels. Applications can be through advised sale and execution-only. 	<ul style="list-style-type: none"> Become a homeowner for the first time Receive support from family Access to high LTV lending Choice of fixed or variable products for defined periods To repay the capital by the end of the mortgage term
FTBs looking to purchase their first home using shared ownership	<ul style="list-style-type: none"> Available through direct and Intermediary* channels. Applications can be through advised sale and execution-only. 	<ul style="list-style-type: none"> Access to home ownership using shared ownership Become a homeowner for the first time Receive support from family Access to high loan to share (LTS) lending Choice of fixed or variable products for defined periods To repay the capital by the end of the mortgage term
FTBs looking to purchase their first home using the First Home scheme	<ul style="list-style-type: none"> Available through direct and Intermediary* channels. Applications can be through advised sale and execution-only. 	<ul style="list-style-type: none"> Access to home ownership using the First Homes scheme Become a homeowner for the first time Receive support from family Choice of fixed or variable products for defined periods To repay the capital by the end of the mortgage term
FTBs looking to build their first home	<ul style="list-style-type: none"> Available through direct and Intermediary* channels. Applications can be through advised sale and execution-only. 	<ul style="list-style-type: none"> Access to home ownership by self building their first home Become a homeowner for the first time Receive support from family Access to market standard mortgage products at the end of the build
<p>*Intermediary distribution through:</p> <ul style="list-style-type: none"> Networks and their appointed representatives Mortgage clubs Directly Authorised mortgage intermediaries <p>All Intermediaries or their network/club must be registered with us.</p>		

The product is not designed for customers who:

- Have previously purchased a home
- Are purchasing a property to let
- Are credit impaired
- Do not meet our lending or property criteria

4. Customers with characteristics of vulnerability

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

FTBs are less likely to have a comprehensive understanding of mortgages or the mortgage market. 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 reviewed the outcomes of the product to assess whether it meets 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 an 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 in line with a Board approved fair value framework, 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.

Get in touch



Online
Visit us at www.newbury.co.uk/intermediaries/



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Call us on **01635 918 000**

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Newbury Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Financial Services Register number 206077). English Law applies and we will communicate with you in English. We are participants of the Financial Ombudsman Service. We have a complaints procedure which we will provide on request. Most complaints that we cannot resolve can be referred to the Financial Ombudsman Service. 9493