



# Information sheet: **Homebuying bundle**

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# 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 **homebuying bundle** 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 objectives & needs of the target groups, **their key need being to get a mortgage to buy a new home**. The product features and criteria are designed to support these objectives and needs.

- Conveyancing with Gen H Legal
- Discounted mortgage rates (using the profits from conveyancing)
- Fee free standard valuation
- Fixed term products

- Mortgage term length can extend up to 40 years
- Availability on new and existing homes
- High LTIs available (subject to affordability)
- High LTVs available (subject to additional criteria)
- Up to 4 owners permitted on the mortgage
- Dynamic ownership & deposit/income booster options

Full eligibility criteria can be accessed on our intermediary website via [intermediaries.generationhome.com](https://intermediaries.generationhome.com).

### **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>Standard first-time buyers &amp; home movers</p>	<p>Only available with advice through mortgage intermediaries*.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>● Find their place on the property ladder</li> <li>● Live in the home they are buying (it's their primary place of residence)</li> <li>● Own their home outright by the end of their mortgage term</li> </ul> <p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>● Mortgage advice</li> <li>● Access to high LTV lending</li> <li>● Access to high LTI lending</li> <li>● Additional flexibility to cater for the complexity of their income</li> </ul>

<p>First-time buyers &amp; home movers with complex income</p>	<p>Only available with advice through mortgage intermediaries*.</p>	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Find their place on the property ladder</li> <li>• Live in the home they are buying (it's their primary place of residence)</li> <li>• Own their home outright by the end of their mortgage term</li> </ul> <p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>• Mortgage advice</li> <li>• Access to high LTV lending</li> <li>• Access to high LTI lending</li> <li>• Additional flexibility to cater for the complexity of their income</li> <li>• Manual underwriting available to ensure affordability understood.</li> </ul>
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\*Intermediary distribution may be through:

- Networks and their Appointed Representatives
- Mortgage clubs
- Directly authorised mortgage intermediaries

All intermediaries must be registered with us.

The product is not designed for customers who:

- Would like to use a conveyancing solicitor other than Gen H legal
- Are buying a property to let

- Want an interest-only or part & part mortgage
- Have extremely poor credit
- Do not meet our lending criteria
- Are looking to remortgage on their current home

## 4. Customers with characteristics of vulnerability

The Product is designed for first-time buyers & home movers. These groups are likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

First-time buyers have never been through the process before, so they may have a low understanding of mortgages, the market and the homebuying process. This can lead to vulnerability characteristics related to “capability” i.e. low understanding or confidence in financial matters.

Returners, people who have once owned a property but no longer do, may have characteristics of vulnerability related to their reason for falling off the property ladder. For example, if someone had to sell their last home because of the death of a partner (life event) or as a result of a health condition, they could be or become a vulnerable customer.

The needs, objectives and characteristics of customers with vulnerability have been considered in the design of our product and customer journey.

We have in place a framework to help customers with 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 our Customer Committee 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.