

Product name: Self and Custom Build range

Information sheet produced March 2023

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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 self and custom build 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 self and custom build products are designed to meet the needs of the target group:

- Suitable for those looking to self build, custom build, renovate or convert a property to be their main home
- Structured funding for a project to self or custom build, renovate or convert a property to be the customers new home
- Funds are available at the right time during the build and agreed as part of the application process

The product features and criteria are designed to support these needs.

- Stage releases not subject to valuations during the build which may mean the customer receives less than they expect or need
- Funding available for self build, custom build, conversion and renovation projects
- Funds released in stages as the client's build progresses
- Funds released in advance/in arrears of each stage to provide a suitable cashflow
- Stage releases linked to the cost of each stage of work, to provide funds at the right time to cover build costs

Full eligibility criteria can be accessed on our intermediary website via [this link](#).

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
For those looking to self build, custom build, renovate or convert a property, which is to be their main home.	Available via BuildLoan Advised sale only – either by BuildStore Mortgage Services Ltd or by other intermediaries and submitted via BuildLoan	<ul style="list-style-type: none">• Structured funding for a project to self or custom build, renovate or convert a property to be the customers new home• Funds are available at the right time during the build and agreed as part of the application process• Stage releases not subject to valuations during the build – to remove the risk of the client receiving less than they expect or need• Funds released in advance of/on completion of each stage of work

The Product is not designed for customers who:

- Are unable to take on a self build or custom build project
- Are not looking to renovate or convert a property
- Not planning to reside in the property when complete
- Do not meet the required criteria
 - [Criteria - Newcastle Intermediary Services \(newcastleis.co.uk\)](http://newcastleis.co.uk)

4. Customers with characteristics of vulnerability

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

Self Build customers may not have a comprehensive understanding of the self build market and may not be aware of the process and stages that comes with this type of product.

Our advised sale is there to support and inform customers, they may require additional advice and support to ensure they understand the information presented to them and the implications of the arrangement they are entering into.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability for this Product to ensure the Product meets their needs.

We regularly conduct testing and monitoring of our product range to ensure good outcomes for our customers. This testing and monitoring includes a proportion of customers 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 are in place
- Multiple contact methods are available
- Tailored communication requirements are available on request
- Flexible policies, where appropriate, to support vulnerable customers
- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

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 Mortgage and Savings 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 the Product offers and the benefit they offer to the target market. The level of customer service provided to the customer across the distribution channels.	The Product interest rates, fees and charges a customer pays and how they compare to the wider market. Fees reflect true cost to the Society. The Product rates are comparable to relevant market rates. Monitor intermediary's' advice fees.	The main cost of the product is the funding cost, which is retail savings deposits (standard Building Society model). Costs are impacted by external financial markets and bank base rate. Operational costs incurred to product and service the product. Non-financial costs associated with operating the Product such customer journey and experience.	Any limitations on the scope and service we provide or the features of the Product, such as advice and non-advice service, distribution process and product specific terms and conditions.

Below is an example of the information reviewed and taken into consideration when completing the assessment:

- Product performance
- Operational performance
- Fees and charges (Product) subject to annual review and governance
- Customer experience insight and data
- Customer outcomes testing
- Customer complaints
- Product risk assessments
- Colleague education and training
- Customer in Vulnerable Circumstances Policy

Results of our assessment

Our assessment concluded that these Products continue to deliver fair value for customers in the target market for the Product.