



# Industry insights

Home is where the heart is...

## TV FAVOURITE KEVIN MCCLLOUD GIVES BOOST TO SELF-BUILD

Jean Errington, Business Development Manager, Harpenden Building Society

The words 'self-build' and 'Kevin McCloud' go hand in hand thanks to his success presenting 'Grand Designs' and its spin off series 'The Streets'. With self-build getting such high profile airtime it's not surprising that interest is booming giving ongoing opportunities for mortgage brokers financing this sector.

In the latest series of The Streets, which returned to our screens in May, Kevin McCloud follows households as they embark on an 'epic mission' to construct their own homes, creating brand-new streets in Britain's biggest self-build project. The programme makers are clearly evangelists for self-build but what makes self-build such a popular option?

**Cost savings:** Building your own home can often be more cost-effective compared to purchasing a pre-built property. By taking on the construction self-builders can cut out the expense of hiring a general contractor.

**Customisation and personalisation:** Self-building provides the opportunity to create a home personalised 100% to the self-builder's needs.

**Sustainability and energy efficiency:** With growing environmental concerns, many people are opting for self-building as a way to create eco-friendly and energy-efficient homes.

**Technological advancements:** Online resources, 3D modelling software, and virtual reality tools enables self-builders to visualise their designs, plan construction, and overcome potential challenges helping to keep construction efficient.

And finally and perhaps most importantly, self-building creates a sense of achievement and pride. Building a home from scratch can be a highly rewarding experience as our customers often tell us.





## Choosing the right lender

The opportunities for brokers are clear to see as the popularity for self-build continues – we're here to help. As a specialist lender, Harpenden Building Society offers a robust self-build mortgage option, delivered by an experienced team. We understand that every mortgage application is unique, and we undertake manual underwriting to ensure we assess each application individually.

We are a team committed to simplifying the complexities of mortgage enquiries, ensuring that expert guidance and support is received throughout the entire self-build financing process.

Our policy and criteria help support brokers and their customers as they embark on individual self-build projects.

## Harpenden's self-build offering includes:

- Barn Conversions, New Builds, Knock Down and ReBuild or the purchase of land with planning permission
- New Builds on owner occupied land
- We consider modern methods of construction (valuer comments dependent)
- Self-build retention releases are not linked to stages
- 65% LTV for loans up to £1.5M, available anywhere in England or Wales
- 70% LTV for loans up to £999,999, where the property is in a prime area and the build project is professionally managed
- Up to a maximum of 3 properties being built, one to be subsequent main residence

## Find out more

For further information on our mortgage options or to contact us, please visit our website at [harpendenbs.co.uk/intermediaries-mortgage-range](https://harpendenbs.co.uk/intermediaries-mortgage-range) or email us at [brokerteam@harpendenbs.co.uk](mailto:brokerteam@harpendenbs.co.uk)

*Jean Errington*

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We individually assess and approach applications.



We offer a manual underwriting process.



A flexible view on merits of all cases - we're very accommodating.



We provide clear, fair and transparent charges for all cases.



Many types of income are considered when assessing affordability.