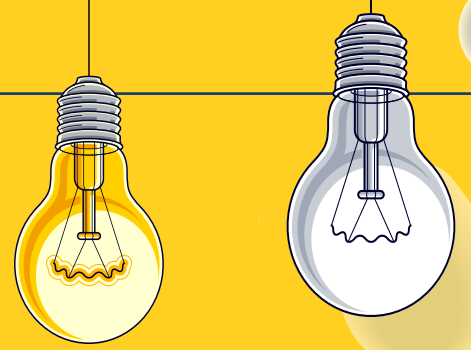


Industry insights

Home is where the heart is...



WHAT'S YOUR FAVOURITE CHRISTMAS MOVIE?

NO. 1 FILM PROMOTES FESTIVE GETAWAYS – HOLIDAY LET BOOKINGS CONTINUE TO BOOM

Us Brits do like a Christmas movie, what's your top festive film? According to a poll in the national press* 'The Holiday' comes in at No.1 (36.6%); followed by Home Alone (19.8%) and in 3rd place, Love Actually (19.0%). So what's this got to do with me as a mortgage broker I hear you ask?

Those familiar with The Holiday's storyline know it's not only the perfect rom-com but also provides a huge prompt to book your dream, festive holiday cottage getaway. The property featured in the film is picture postcard perfect!

You may not find the love of your life by booking a holiday let, but the film does show the many festive benefits of booking this type of holiday. Holiday let owners must rub their hands with glee every time it's shown!

Holiday rentals are particularly popular at Christmas as they can offer a festive and homely atmosphere, are considered a good option for couples and larger gatherings, and can be found in a wide range of locations. This popularity pushes up rental charges making it a lucrative option for owners over Christmas as it does during other peak holiday times. But why is there so much interest from investors in this category more generally and what opportunities does this create for brokers?

THE BENEFITS OF OWNING A HOLIDAY LET

As well as potential high yields there are tax incentives for landlords. Furnished holiday lets have a unique standing with taxation, and therefore gain from certain benefits and allowances usually only available to normal trading businesses. These points alone make holiday lets attractive for owners and continue to provide a stream of opportunities for brokers as finance is needed to fund these properties. As a specialist UK holiday let lender, the Harpenden team has never been busier with broker enquiries!



CHOOSING THE RIGHT LENDER



The opportunity for brokers is clear to see but planning needs to start now.

As a specialist lender, Harpenden Building Society offers robust mortgage solutions, delivered by an experienced team. We would be pleased to accommodate any uptick in demand.

Our team is committed to simplifying the complexities of mortgage enquiries, ensuring that expert guidance and support is received throughout the application process. Our policy and criteria are also designed to help support brokers and their customers.

We provide individually underwritten mortgages tailor-made to customer needs. Our pragmatic and sensible approach ensures mortgage applications are individually assessed using common sense. We want to say yes!

We also pride ourselves on being flexible and accommodating. This is conveyed through our policy of lending to people in different types of employment and with varied income sources.

Harpenden Building Society Holiday Let mortgages – key features at a glance:

- 90 days personal usage allowance per annum
- Airbnb considered
- We lend in town and city centres as well as coastal areas
- We lend on properties above commercial units
- Top slicing
- Up to 3 properties on one title considered
- 75% LTV available on IO and 80% available on repayment

So if your customers are looking to buy the idyllic country cottage as seen in 'The Holiday' or a less traditional holiday let option, our team will be pleased to speak with you about their lending requirements.



Jean Errington

Jean Errington, Business Development Manager, Harpenden Building Society

*The Sun

Visit Harpenden's website at harpendenbs.co.uk/intermediaries

or contact the team at brokerteam@harpendenbs.co.uk

[View product e-book](#) for all mortgage and criteria information

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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.