

**Product name: Retention - for Residential Owner-Occupied, Residential 2<sup>nd</sup> Home, Buy-to-Let (BTL) and Holiday Let.**

**Information sheet produced: February 2025.**

## **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 Retention product range for existing mortgage holders 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. The product features and criteria are designed to support these needs.

- Discount variable rate for two or three years followed by our Standard Variable Rate (SVR), available to Residential Owner-Occupied, Residential 2<sup>nd</sup> Home BTL and Holiday Let/ customers
- Fixed rate followed by our SVR, available to Residential Owner-Occupied, BTL and Holiday Let customers.
- Floor rate of 2% during the initial two or three years of our discount variable rate.
- Available to customers whose existing discount/fixed rate period is ending.
- Available to customers on the Society’s SVR.
- Available to existing customers on a like-for-like execution-only basis.
- Customers can ask their broker to act on their behalf during the process.
- Rates tiered by LTV based on estimated current property value – customers have option to request a re-valuation (fee payable by customer).
- 10% overpayment allowance without penalty per year during the initial discount/fixed period.
- No repayment penalties once account has reverted to SVR.

### 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
Available to customers: <ul style="list-style-type: none"> <li>- Whose existing mortgage discount/fixed rate period is ending.</li> <li>- Whose mortgage is on the Society's SVR.</li> </ul>	Available direct and via intermediaries*	To be offered a straightforward process for moving their mortgage account to a new discount/fixed rate option with the Society, and therefore avoid incurring the costs associated with switching to another provider.
*Intermediary panel is outlined on our website.		

The Product is not designed for customers who:

- Have less than 2 years remaining on their mortgage term.
- Hold a historic short-term self-build mortgage with the Society.
- Hold a commercial mortgage with the Society.
- Require an increase in borrowing/other change in mortgage contract.

### 4. Customers with characteristics of vulnerability

The Product is designed for customers mortgaging a residential owner-occupied property in England & Wales, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

We take the following actions to ensure vulnerable customers continue to receive good outcomes:

- The needs and objectives of customers within our target market are considered in detail when lending products are being designed, and products are tested to ensure they are designed so as to deliver good outcomes, including for vulnerable customers.
- A dedicated Vulnerable Customer Policy is maintained.
- Staff receive training on how to identify and assist vulnerable customers appropriately.
- Operational procedures are adhered to and reviewed on a regular basis.

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 the Assets & Liabilities Committee and Operations, Risk & Compliance 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.