

## **Product name: Self and Custom Build Range**

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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
- Those looking for a maximum LTV of 90% and require a maximum loan amount of £1m (subject to LTV)

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

- Funding available for self build, custom build, conversion and renovation projects
- Funds released in stages as the client's build progresses and subject to valuation
- 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
- Interest Only can be taken during the build but can only be extended beyond completion where is a repayment strategy in place and does not exceed 75% LTV (80% if part and part)

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

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

### 3. Price and Value

The products included within this category continue to offer value to customers through interest rate, in addition to the wider value we offer customers through the provision of our products, propositions and services.

The interest rates on these products are reviewed regularly to ensure that the value we offer remains fair and consistent. This review will consider:

- The value offered through the interest rate and any other features of the product;
- The interest rates of our products continue to meet both the needs of the Society and offer fair value to our members;
- The value offered by the product relative to benefits and costs;
- The value offered by the market and other like-for-like products;
- The value offered through our wider proposition, service, availability and accessibility.

The interest rate of the product is determined by a breadth of factors, including but not limited to; the external market environment, the cost of our funding book, the value offered by the industry/market through like-for-like or similar products, and adjacent products in our ranges.

Customers can access details of their current interest rates in a number of ways, including:

- In any of our branches
- Over the telephone
- Annual Mortgage Statement

Customers have the ability to switch to a current mortgage deal (subject to meeting our current lending criteria) and current products can be viewed on our website [www.newcastle.co.uk](http://www.newcastle.co.uk)

At completion of the build, customers will be permitted to switch to a residential mortgage product.

### 4. Customer Understanding

Products included in this category offer either a fixed or variable rate of interest and will depend upon customers needs and objectives.

Customers will receive a European Standardised Information Sheet (ESIS), prior to making an application with us which will provide information around the Key Features of the product recommended and costs of taking the mortgage.

We will take reasonable steps to ensure that engagement with members via customer communications are clear, straightforward, and use language which is easy to understand. To support this we will use 'Jargon Buster' technology provided by 'Fairer Finance' to achieve the best possible outcomes for members.

We also have dedicated existing customer pages on our website [www.newcastle.co.uk](http://www.newcastle.co.uk) which offer support and guidance for customers whose mortgage needs have changed.

We issue a mortgage statement on an annual basis to our customers, which provides information on mortgage payments made, interest charged, outstanding mortgage balance and the interest rate applied to the mortgage.

Where a rate change occurs (variable rate customers) we will write to customers to notify them of the change to interest rate and monthly repayment 28 days before the effective date of change and as outlined within our mortgage terms and conditions. We will also display notification of change in our branches and in press advertisements.

Upon completion of the build customers, customers will be offered the opportunity to transfer to a standard residential product within our current range (subject to terms and conditions).

We will contact our customers (currently 4 months) ahead of their mortgage product maturing and notify them of new product rates available. We like to reward our loyal mortgage customers and so we have a range of exclusive rates just for our existing customers.

Customers have the option of being able to;

- Switch their product online.
- Speak to a mortgage broker.
- Speak to one of our mortgage advisers – we offer a free, full advised interview service.

## **5. Customer Support**

Customers holding products in this category can get support in managing their product in a number of ways. Customer support is available via all of our channels including:

- Through any of our branches, either face to face or over the telephone
- Over the telephone by calling our Mortgage Contact Centre
- Online via our website or by contacting us by e-mail.

Over the phone we endeavour to offer strong levels of customer service and answer a minimum of 95% of all calls received. At times where we are not able to meet these high standards, we will notify customers of the average call wait time via banners on our website and through IVR on our call lines.

On our website we seek to answer our most frequently asked questions in a straightforward and simple manner in order to support our customers self-serving where possible.

Should our customer service or support fall short of expectations, customers are able to register a complaint in writing or over the phone. We seek to support customers getting a resolution to their complaint as quickly as possible, by seeking to respond to complaints in 3 business days.

Customers who have find themselves in financial difficulty are encouraged to talk to our Mortgage Support Team who will offer support around mortgage repayments and/or wider finances.

There is a dedicated Mortgage Payment Difficulties page is available on our website and customers can either call into their local branch or contact our team by telephone where we can provide support tailored to an individual customer need, such as changes to payment plans, short-term payment delays, or part interest, part repayment options.

Details of where to seek free and independent advice is also available on our website.

We also provide additional support through our Helping Hand partnership with Citizens Advice Gateshead. The service is available to our customers nationally and goes beyond mortgage payment difficulties, looking at a wide range of support, including access to food shopping vouchers if they are experiencing a financial emergency.

### **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.

Customers 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 range 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.

## **6. 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 products. This analysis is used to ascertain whether the product delivers fair value for customers.

Following review of our self-build products we have concluded that the Products included within this category continue to deliver fair value for customers.