



Product name: First-Time Buyer (FTB) 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

The Society has assessed that:

- The products meet the needs, characteristics & objectives of the identified target market
- The products provide fair value to consumers in the target market (i.e. the amount paid for it is reasonable relative to the benefits of the product)
- The intended distribution strategy is appropriate
- The above will continue to be the case for a reasonably foreseeable period

2. Product characteristics & benefits

The products are designed to meet the needs of the target group, most notably the need to secure finance on a first residential home. The product features and criteria are designed to support these needs. We have also identified where characteristics and benefits may have potential downsides for some consumers.

- No application or arrangement fees
- Free standard valuation
- Fixed rate products for certainty of rate during product period
- Repayment only
- Higher LTVs: 95% for loans between £30K-£500K; 90% for loans between £30K-£1million
- Mortgage term between 5-40 years (longer terms result in lower monthly repayments but increased total costs and reduce the 'mortgage free' period prior to retirement which may limit the borrower's opportunity to save more for retirement).
- Family support options (subject to eligibility), including gifted deposits and JBSP
- Available on new and existing homes
- Annual ERC-free overpayment allowance of 10% (once made, overpayments cannot be repaid/'borrowed back')

- Portable (if affordability & lending criteria is met at time of port)
- Skilled manual underwriting to consider individual circumstances
- Further Advances available after 6 months (additional borrowing will increase amount of borrowing on home)
- Free advice with Post Contract Variations (temporary changes not permitted but forbearance considered for those in financial difficulties, which will accrue arrears) and Product Switching (subject to criteria at time of switch)
- Customer support available by phone, email and post with UK-based, personal service
- Membership of Saffron Building Society, including right to vote at AGM and access to member-exclusive products subject to availability.

Full eligibility criteria can be accessed on our intermediary website: [First Time Buyer Mortgages | Saffron for Intermediaries](#) & [Saffron for intermediaries lending criteria](#)

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
FTBs looking to purchase their first residential property in the UK	Available through Intermediary channels only	<ul style="list-style-type: none"> • Borrow to own their first home • Access to higher LTV borrowing • Certainty of fixed monthly repayments for a defined period, allowing them to budget with confidence • To repay the capital by the end of the mortgage term. • Option to use gifted deposits from close relatives or builder/developer • Option to make limited fee-free overpayments (but not redeem loan) to reduce their loan/term if they can afford to • Option to move to another property by porting the product if their housing needs change
FTBs looking to purchase their first residential property in the UK with a 'Supporter Borrower' (JBSP)		<ul style="list-style-type: none"> • Borrow to own their first home with the support of one close family member who is able to meet affordability to cover a maximum of 30% of the total loan amount (all borrowers joint and severely liable for monthly mortgage payments and total loan amount) • Access to higher LTV borrowing • Certainty of fixed monthly repayments for a defined period, allowing them to budget with confidence • To repay the capital by the end of the mortgage term. • Option to use gifted deposits from close relatives or builder/developer

		<ul style="list-style-type: none"> • Option to make limited fee-free overpayments (but not redeem loan) to reduce their loan/term if they can afford to • Option to move to another property by porting the product if their housing needs change
<p>Intermediary distribution through:</p> <ul style="list-style-type: none"> • Networks and their Appointed Representatives. • Mortgage clubs. • Directly authorised mortgage intermediaries. <p>Intermediary firms must be registered with us and agree to our terms of business, which clearly requires them to comply with Consumer Duty</p>		

The Product is not designed for customers who:

- Are existing/previous homeowners (they may apply jointly with another borrower who is a FTB but must not have another mortgage outstanding at time of application)
- Require high LTI (our standard LTI is x4.49, underwriter discretion up to x5 subject to criteria)
- Are purchasing a new build flat at LTV above 75%
- Are purchasing a property to let
- Require an interest rate that is variable or linked to the BEBR
- Require the flexibility of no early repayment penalties
- Require an interest-only mortgage
- Require benefits associated with flexible mortgage products, such as payment holidays or offsetting
- Are purchasing a shared ownership property or with other government assistance schemes
- Are severely credit impaired borrowers
- Do not meet our lending or property criteria
- Wish to view or manage their mortgage online

4. Customers with characteristics of vulnerability

The Product has been designed for the FTB market which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

FTBs are less likely to have a good understanding of mortgages and may require additional advice and support to ensure they understand the information being presented to them and the implications of the arrangement they are entering into to reduce the risk of harm occurring. This is especially the case with a more complex JBSP product.

Supporter Borrowers for JBSP products, although experienced owner occupiers, may also be less familiar with these specific products and therefore we require them to get independent legal advice during the application.

We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this Product, and the Society has in place a framework to support vulnerable customers at all stages of the mortgage, including:

- Education, training and support 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 communication options in a variety of channels
- Flexible policies, where appropriate, to support vulnerable members

- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability

Distributors should inform us if they have identified the client has characteristics of vulnerability so we can make appropriate adjustments.

Please contact us if you need any further information about how we support the needs of all our customers in relation to the Product.

Distributors should take account of individual customer needs and circumstances, as well as the needs of FTBs needing a high LTV mortgage.

Distributors should continue to comply with your obligations to ensure that you treat customers in vulnerable circumstances fairly.

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 Executive and Board, 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	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.