

Product name: First Time Buyer Product Range

Information sheet produced: 22nd April 2026 Effective date 30th April 2026 Next review date 30th April 2027

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 First-Time Buyer product range continues to meet the needs, characteristics, and objectives of customers in the identified target market.
- Support the strategy of the society to help applicants achieve their homeownership goal.
- Applicants that need support with Deposit and Affordability from family members.
- 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).
- The first-time buyer range includes.

Joint Borrower Sole Proprietor – affordability support – 90% LTV

Deposit Lite – 100% LTV (collateral charge on parents' property)

JBSP/ Deposit Lite – 100% LTV (combining a collateral charge on parents' property with affordability support from parents)

Everyday Residential 95% LTV Purchase

2. Product characteristics & benefits

The products are designed to meet the needs of the target group, including First Time Buyers, by supporting customers to secure finance on a residential property for owner occupation. The product range includes features and supporting schemes aimed at assisting customers who require help with affordability or deposit requirements.

- Mortgage Term up to 40 years.
- Earned income considered up to age 75 based on plausibility of job role.
- Family support schemes (subject to eligibility) – affordability support and collateral charge
- No age restricting on JBSP – parents supporting affordability.
- Up to 100% LTV on Deposit Lite
- Remortgage opportunity for family support schemes – can support in life event situations i.e., marital breakdowns allowing home to be retained.
- Capital Repayment and Interest only option (subject to eligibility)
- Available on new build and established homes



- Self-employed applicants (subject to eligibility)
- Support for industry led affordable housing schemes. 95% LTS
- MIG over 80% LTV
- Family gifted deposit options
- All products allow repayment of up to 10% of the capital balance annually without incurring Early Repayment Charges
- Based on credit search not score.
- Product is available for porting. (subject to Terms & Condition's (T&Cs))
- Manual underwriting to help assess the applicant(s) requirement and needs.
- Product fee free options available on FTB product

Full eligibility criteria, product information, and details of our individual fees and charges can be found on our intermediary website at Buckinghamshire Building Society www.bucksbs.co.uk

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 Direct and Intermediary	<ul style="list-style-type: none"> • Customers seeking either: <ul style="list-style-type: none"> ○ A capital repayment mortgage with the repayment of the loan by the end of the mortgage term, or ○ An interest-only mortgage (up to 75%) with a suitable repayment vehicle. • Customer who wishes to have the option of a longer mortgage term up to 40 years, to support affordability or longer-term financial planning • First-time buyers looking to achieve home ownership. • Looking to receive support from family either for affordability, deposit or both. • First Time Buyers seeking lending up to 95% lending • Looking to fix in their costs for a fixed period providing payment certainty • Everyday residential applicants that fit the standard credit matrix with little credit blips and have a strong profile • Are aged at least 18 years at the time of application
<ul style="list-style-type: none"> • Intermediary distribution through: • Networks and their Appointed Representatives. • Mortgage clubs. Directly authorised mortgage intermediaries. • Direct to the society via our Direct Adviser <p>A distributor must hold the appropriate FCA permission and be engaged in a mortgage business Distributors must comply with the terms and conditions of any relevant distribution agreement or arrangement with the society</p>		

The Product is not designed for customers who:

- Have previously purchased a home in the UK.



- Are purchasing a property to let.
- Are severely credit impaired borrowers.
- Family support schemes where the borrowers have investment properties in the background.
- Do not meet the society's lending or acceptable property criteria.
- Applicants who will be going into retirement during the term life
- Applicants who need to add fees to loan that exceed maximum LTV.

4. Reviewing this assessment

- Initial review – within 12 months of the effective date
- Periodic reviews – at least every 12 months

This assessment will be reviewed on an ad-hoc basis where triggers indicate a risk to Consumer Duty outcomes, including fair value, customer understanding, customer support or foreseeable harm.

Triggers may include Management Information (MI) trends, complaints, indicators of customers financial hardship, early product termination, distribution issues, or regulatory change, guidance or instruction.

5. Customers with characteristics of vulnerability

The product is designed for First Time Buyers and, as such, is likely to include some customers who have characteristics of vulnerability or who may experience vulnerability over time.

FTBs are less likely to have a comprehensive understanding of mortgages or the mortgage market. Therefore, they 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. We considered the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this Product to ensure the Product meets their needs.

We consider the needs, characteristics, and objectives of customers with characteristics of vulnerability at all stages of the design process for this product to ensure the product meets their needs. Our manual underwriting approach allows the DIP and underwriting team to satisfy any concerns that they have around the applicants understanding of what they are agreeing to.

Family support scheme required the supporting family member(s) to see Independent Legal Advice to ensure that they are fully aware of any risks around the support that they are giving.

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.
- 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.
- Accessible tools on the website to help – Recite me
- Conduct risk monitoring.
- Monitoring and review of product launches to ensure the product is appropriate and matches approval brief.
- The society take care when interacting with vulnerable borrowers by using the TEXAS protocol.

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.

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 product. This analysis is used to ascertain whether the Product delivers fair value for customers.

This analysis is used to ascertain whether the Product delivers fair value for customers. The mortgage pricing model takes into account the following inputs; proposed product price and fee, product tranche size, cost of funds, direct origination costs (adjusted by niche based on its operational complexity), Origination fees (PROC and MIG as applicable), wider operating costs, expected credit risk cost and risk-adjusted capital require (adjusted by lending category), plus assumptions around loan sizes and expected LTV distributions based on recent lending benchmarks.

Not all fees are included within the fair value assessment, as certain charges are not directly associated with the mortgage loan and are applied consistently across all products. As such, these fees are not considered a cost specific to the mortgage. Full details of applicable fees can be found in the Society's Tariff of Charges. [Mortgage Tariffs and Fees \(82\).pdf](#)

The assessment follows a detailed and robust product approval process which determines the outcome including market analysis, products been checked via the pricing model and intermediary feedback. Smart Money Feedback is also reviewed to help determine the correct outcome.

The outcomes of the assessment process are presented to Mortgage Product Committee and Management Assets & Liabilities Committees for approval 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.

Below is an example of the information reviewed and taken into consideration when completing the assessment:

- Product performance
- Operational performance
- Product governance
- Fees and charges (Product) subject to annual review and governance



- Customer experience insight and data
- Customer outcomes testing
- Customer complaints
- Product risk assessments
- Colleague education and training.
- Customer in Vulnerable Circumstances Policy

Results of our assessment

Our assessment concluded that the Product continues to deliver fair value for customers in the target market for the Product.

You are responsible for meeting your obligations under Consumer Duty

