

Product name: Family Assist owner occupier range – includes first time buyers, home movers, and product transfer customers.

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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 Family Assist owner occupier 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 products are designed to meet the needs of the target group, most notably the need to secure finance on a first home or a home move with between 0% - 9% borrower deposit and existing Family Assist customers looking at product transfer. The product features and criteria are designed to support these needs. Characteristics can include:

- Cashback;
- Variable rates;
- Mortgage term up to 40 years;
- Up to 10% overpayment facility;

- Early repayment charges;
- Product rate floors; and
- Product fees.

There are products available for purchase and product transfer.

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

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
First time buyers new to Tipton looking to purchase their first residential property in England/Wales.	Available through Intermediaries on an advised basis only.	To purchase a become a homeowner. To obtain a mortgage with between 0% - 9% borrower deposit with the support of a family member providing additional security (in the form of a collateral charge or depositing savings with the Society). Looking for their payments to vary in line with the Society's Standard Variable Rate.
Home movers new to Tipton looking to purchase a residential property in England/Wales.	Available through Intermediaries on an advised basis only.	To purchase a property. To obtain a mortgage with between 0% - 9% borrower deposit with the support of a family member providing additional security (in the form of a collateral charge or depositing savings with the Society). Looking for their payments to vary in line with the Society's Standard Variable Rate.
Existing Tipton customers coming to the end of their existing mortgage product.	Available through Intermediaries on an advised or execution only basis (dependant on circumstances).	To secure a new mortgage product once their existing product comes to an end. Looking for their payments to vary in line with the Society's Standard Variable Rate.
Intermediary Distribution		
Available through networks and their appointed representatives, mortgage clubs and directly authorised intermediaries. All intermediaries must be registered with the Society		

The Product is not designed for customers who:

- Are purchasing a buy to let property;
- Do not meet our lending or property criteria;
- Are looking to borrow into retirement;
- Have $\geq 10\%$ deposit;

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- Are looking to borrow for a second home; or
- Are looking for a self-build mortgage.

4. Customers with characteristics of vulnerability

The Product is designed for home buyers with between 0% - 9% borrower deposit and existing Family Assist customers looking at product transfer which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

First time buyers are less likely to have a comprehensive understanding of mortgages and 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.

Existing homeowners may have a greater understanding of how a mortgage works but may have other vulnerabilities which may impact on their ability to understand the process of a home move and therefore require additional support.

To support the family member who will be providing security by way of either a collateral charge or savings with the Society, the Society require the family member to have independent legal advice and to see evidence of this.

We considered the needs, characteristics and objectives of customers with characteristics of vulnerability at all stages of the design process for this product range to ensure the products meet their needs.

We have an existing framework in place to achieve good outcomes for customers including those with characteristics of vulnerability which includes:

- Staff training to ensure they have appropriate skills and experience to recognise and respond to the needs of vulnerable customers;
- Suitable customer service provision and communications;
- Policies where appropriate to support vulnerable members; and
- Monitoring to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

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 range.

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 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
Benefits are discussed in the above assessment and include the features the product range provides, the level of customer service, and any other relevant features.	The interest rates, fees, and charges customers pay, comparable market rates, procuration fees paid to intermediaries and non-financial costs associated with operating the product.	When offering a product to the market, the following considerations are given: <ul style="list-style-type: none"> • Interest rate; • Fees and charges (including ERCs); • Reversion rates (SVR); • Risk associated with LTV; • Product term; • Product floor rates; • Estimated losses; • Return on Capital Invested; • Likely movements in base rate; • SWAP rates; and • Procuration fees. 	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 range.