Product / group name: Joint Borrower Sole Proprietor

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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 broker use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- Our 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

Joint Borrower Sole Proprietor is available to all our standard purchase products. These products are designed to meet the needs of the target group, for those customers looking to purchase a home. The product features and criteria are designed to support these needs.

Key benefits include:

- Certainty of payments over a fixed period (where the interest rate is fixed).
- A range of products across several LTV tiers up to 95%, with multiple term options available to suit a customer's needs.
- Several fixed fee options, which can either be paid up front or added to the mortgage balance, or fee-free options which can be more beneficial for smaller loan sizes.
- Options for cashback incentives.
- Options for free valuation fees.
- Early repayment charges allow the customer to exit their deal early whilst covering the associated costs.
- Overpayment allowance of 10% to allow customers to repay their loan more quickly if their circumstances allow.
- The ability to port a product (e.g., transfer the existing mortgage to a new property), without paying ERCs.
- Allows a customer who may otherwise struggle to get on the property ladder an opportunity to buy with the assistance of an immediate family member.

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 and Objectives
The products are primarily aimed at first-time buyers and home movers who require additional affordability support, often through family assistance. Some may be younger customers struggling to meet affordability criteria on a sole basis, while others may be looking to access higher loan amounts to purchase in more expensive areas or step up the property ladder. We would expect these customers to display the following characteristics: 1. **Income and savings** – Customers are likely to have varying income levels, with the primary applicant often having insufficient income to meet affordability on their own. The inclusion of a joint borrower (an immediate family member) supplements affordability. Savings levels may also vary, with some reliance on family support for deposits. 2. **Life stage and profile** – The primary borrower is typically a first-time buyer or early in their homeownership journey, while the joint borrower is often more financially established, with stable income and a strong credit profile. 3. **Affordability and motivations** – A key driver is affordability enhancement to access homeownership sooner or purchase a higher-value property. Customers may also be motivated by rising house prices or a desire to remain in a specific geographic area.	Intermediary	Allows the proprietor to access home ownership they would otherwise be unable to. Our House Purchase range has a range of LTV tiers, fixed product terms, fees and incentives to best support individual circumstances.

The Product is not designed for customers who:

- Require more than one residential mortgage with Accord Mortgages.
- Are looking to let their property.
- Are not intending to use the property as their primary residence.
- Wish for an interest only mortgage.

4. **Customers with characteristics of vulnerability**

The Product is designed for a niche segment of mortgage customers, which is likely to include some customers with characteristics of vulnerability particularly if they require assistance due to a change in personal circumstances.

We have measures in place to support customers with characteristics of vulnerability. We operate a vulnerable customer policy that outlines the additional actions that can be put in place to support customers, depending upon their needs. All our literature is available in either audio or large print. We operate a continual programme of reviewing its customer facing literature and customer journeys, to ensure that we are not creating barriers to understanding how our products operate and how a customer could benefit from them. Accessibility tools online are also in place. We regularly seek and review customer feedback on the performance of our products and services and identify areas where we can improve the customer journey, or customer understanding, especially where it impacts customers with vulnerable characteristics, through Root Cause and Vulnerable Customer monitoring conducted by our Resolution Delivery teams.

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.

Our fair value assessment has considered the following:

Benefits	Price	Costs	Limitations
We review both the financial and non-financial features and benefits of the product in relation to customer need, for example, cashback rewards; interest, time/effort to access, buy, amend, switch or cancel a product.	We assess the way in which the price of the product and associated features / services affects its value to customers.	We review the costs incurred in manufacturing and distributing the product to ensure they are understood and governed and are fairly reflected. We also account for non-financial costs to the customer, such as the time & effort involved in managing the product, the 'cost' of providing their data, etc.	We consider the limits of the product's benefits and features, and how these may impact the fair value. Where limitations exist (e.g., a deposit limit for a savings product or an overpayment feature for a mortgage product) we ensure these are clearly defined and can articulate the reasons for such limitations.

<u>Results of our assessment</u>

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