



Product name: Fixed rate mortgages - Standard Residential

Information sheet produced: April 2024

Our approach to meeting the Products and Services Outcome and Price and 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’ rules.

This information is intended for intermediary use only and should not be provided to customers.

1. Summary of our assessment

We have assessed that:

- the 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 range provides fair value to customers in the target market (i.e. the total benefits are proportionate to total costs).

2. Product characteristics and benefits

The products are designed to meet the needs of the target group. The product features and criteria are designed to support these needs:

- fixed rate for an initial period, providing stability of monthly payments for an initial period
- capital and interest repayment
- one valuation included
- on some remortgage products, we offer a choice of cashback or remortgage transfer service incentive
- for first time buyers selected products may offer a cashback incentive portable
- annual overpayment allowance up to 10% of capital balance.
- Full eligibility criteria can be accessed on our intermediary website,

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 products, recognising their different needs to enable you to tailor the services you provide when you distribute the products.

Customer circumstances	Distribution strategy	Customer needs and objectives
Purchasing their first property (first time buyers and CV First Home Mortgage).	Available through Direct and Intermediary channels (advised only).	<ul style="list-style-type: none"> Stability in monthly repayments for an initial period. Repay capital and interest to ensure mortgage is repaid at the end of the term. Option of a cashback incentive.
Purchasing a new property.	Available through Direct and Intermediary channels (advised only).	<ul style="list-style-type: none"> Stability in monthly repayments for an initial period. Repay capital and interest to ensure mortgage is repaid at the end of the term. Available for customers who may want further borrowing.
Remortgaging from another lender.	Available through Direct and Intermediary channels (advised only).	
Existing borrowers looking for a rate switch.	Available through Direct and Intermediary channels (advised only). Direct execution-only online channel option.	
Looking for additional borrowing.	Available through Direct and Intermediary channels (advised only).	

The product is not designed for customers who:

- wish to purchase a property to let
- don't intend to live at the property
- may want to repay their mortgage early without paying an Early Repayment Charge (ERC)
- don't meet our lending criteria
- want to take advantage of the flexibility a variable rate can offer, such as unlimited overpayments
- looking to take a CV First Home Mortgage on a property outside of the CV postcode area.

4. Customers with characteristics of vulnerability

The products are designed for general application across the residential property market, which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

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

Continued on the next page

We have also tested the products to assess that they will meet the identified needs, characteristics, and objectives of the target market, including customers in the target market who have characteristics of vulnerability.

Of the target market, 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.

Intermediaries should continue to comply with their obligations to ensure that they deliver good outcomes for customers in vulnerable circumstances.

Please contact us if you need any further information about how we support the needs of all our customers in relation to the products. You can access a guide to supporting clients with vulnerabilities [here](#).

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 products. This analysis is used to ascertain whether the products deliver fair value for customers.

The outcomes of the assessment process are presented to the Product Approval Group, 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 products provide, the quality of the products, the level of customer service that is provided and any other features that the products may offer.	The interest rates, fees and charges customers pay for the products (including ERCs'), where applicable), comparable market rates, procurement fee paid to intermediaries and non-financial costs associated with operating the products.	The cost of funding the products.	Any limitations on the scope and service we provide or the features of the products.

Results of our assessment

Our assessment concluded that the products continue to deliver fair value for customers in the target market for the products.

Information correct: April 2024.

FOR INTERMEDIARY AND PROFESSIONAL FINANCIAL ADVISORS ONLY. NOT FOR CUSTOMER USE.

Our mortgages are provided by Coventry Building Society and/or Godiva Mortgages Limited. Coventry Intermediaries is a trading name of Coventry Building Society. Coventry Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (firm reference number 150892 www.fca.org.uk). Coventry Building Society. Principal Office: Coventry House, Harry Weston Road, Binley, Coventry, West Midlands CV3 2TQ. Godiva Mortgages Limited is a limited company registered in England and Wales (with company number 5830727) and is authorised and regulated by the Financial Conduct Authority (firm reference number 457622, www.fca.org.uk). Godiva Mortgages Limited. Registered Office: Coventry House, Harry Weston Road, Binley, Coventry, West Midlands CV3 2TQ. ITL Mortgages Limited is a limited company registered in England and Wales (with company number (2321779) and is authorised and regulated by the Financial Conduct Authority (firm reference number 302608, www.fca.org.uk). ITL Mortgages Limited. Registered Office: Coventry House, Harry Weston Road, Binley, Coventry, West Midlands CV3 2TQ. Coventry Building Society. Principal Office: Coventry House, Harry Weston Road, Binley, Coventry, West Midlands CV3 2TQ..