

# Product Name: Furnished Holiday Let (Variable Rate)



**marsden**  
BUILDING SOCIETY

Information Sheet Produced: 25/04/2026

## **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 Act'.

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 Furnished Holiday Let 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 second time buyers looking to secure finance on a property to let as short-term holiday rentals. The product features and criteria are designed to support these needs:

- Variable rate product.
- Mortgage term up to 35 years or age 85.
- Available on repayment or interest only.
- Option to overpay 5% per annum without early repayment charge.

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

#### **FOR INTERMEDIARY USE ONLY**

**Principal Office:** 6-20 Russell Street, Nelson, Lancashire BB9 7NJ  
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### 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.

<b>Customer circumstances:</b>	Borrowers looking for finance on a furnished holiday let rental property within the UK.
<b>Distribution strategy:</b>	Available via intermediaries. Applications can only be accepted on an advised basis from our distributors.
<b>Customer needs &amp; objectives:</b>	<ul style="list-style-type: none"><li>• Access to up to 75% LTV lending.</li><li>• To purchase a property, remortgage or raise capital on a furnished holiday let property within the UK.</li><li>• To either pay interest only to maintain the debt, which is to be repaid at the end of term by selling the property, or on a repayment basis with repayment of the capital by the end of the term.</li><li>• To adjust mortgage repayments in line with changes linked to our Let Variable Rate.</li></ul>

#### The product is not designed for customers who:

- Intend to reside in the property permanently.
- Want to let the property on a long-term lease.
- Are severely credit impaired.
- Want to fix their monthly costs for a defined period.
- Want to make more than 5% penalty-free overpayments during the product term.
- Do not meet our lending or property criteria.

#### Intermediary distribution is via:

- Networks and their appointed representatives.
- Mortgage Clubs.

All intermediaries must be registered with us.

### 4. Customers with characteristics of vulnerability

The product is designed for furnished holiday let borrowers which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

Furnished holiday let borrowers may not have a comprehensive understanding of the implications of being a furnished holiday let landlord. 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.

Our colleagues have been provided with the relevant education and training to ensure they have the appropriate skills and experience to recognise and respond to the needs of vulnerable customers and our communications also support the needs of vulnerable customers.

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Where we identify a vulnerable customer, we have monitoring in place to ensure we continue to meet and respond to the needs of customers with characteristics of vulnerability.

We have tested the product to assess whether it will meet the identified needs, characteristics, and objectives of the target market, including customers in the target market who have characteristics of vulnerability.

Intermediaries should continue to comply with their obligations to ensure that they 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.

The outcomes of the assessment process are presented to our Operational Regulatory Risk Committee 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:

<b>Benefits:</b>	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 offers.
<b>Price:</b>	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 opening the product.
<b>Costs:</b>	The cost of funding the product and any other reductions in costs to the customer made possible by trading conditions.
<b>Limitations:</b>	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.

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