



Reliance Bank

Product name: Reliance Bank Existing Customer Product Transfer Range

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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 Existing Customer Product Transfer 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, which is existing customers who wish to move to a new Fixed Rate Product. The product features and criteria are designed to support these needs.

- Fixed Rate Products
- Minimum Loan size £15,000

Full eligibility criteria can be accessed on our intermediary website

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
Applicants who have an existing Mortgage on a fixed rate coming to the end of their current deal	Available through Direct, Intermediary Channels Applications can be through advised sale and execution-only.	<ul style="list-style-type: none"> • To further fix their costs for a new defined period • To repay the capital by the end of the mortgage term
Applicants who have an existing Mortgage on the Bank's Variable rate	Available through Direct, Intermediary Channels Applications can be through advised sale and execution-only.	<ul style="list-style-type: none"> • To further fix their costs for a new defined period • To repay the capital by the end of the mortgage term
<p style="text-align: center;">*Intermediary distribution through:</p> <ul style="list-style-type: none"> • Networks and their Appointed Representatives • Directly Authorised mortgage intermediaries • Approved Mortgage clubs <p style="text-align: center;">All intermediaries must be registered with us</p>		

The Product is not designed for customers who:

- Are on a Shared Ownership Product
- Remaining term is less than the product end date of the Product Transfer range available
- Property has been let out (subject to Bank providing formal consent)

4. Customers with characteristics of vulnerability

The Product is designed for customers with a non-Shared Ownership mortgage which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

Product Transfer customers will have limited knowledge of the mortgages on the mortgage market but would not be expected to have comprehensive understanding. Therefore, they may require additional support to ensure that they understand the information being presented to them and the implications 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 to ensure the product meets their needs.

We have also 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.

We have in place a framework to achieve good outcomes for vulnerable customers which includes:

- Education and training for our staff to ensure that they have appropriate skills and experience to recognise and respond to the needs of vulnerable customers
- Suitable customer service provisions and communications
- Flexible policies, where appropriate, to support vulnerable customers
- Monitoring to ensure we continue to meet and respond to the needs of customer with characteristics of vulnerability

Intermediaries should continue to comply with their 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.

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
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

Results of our assessment

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