

## Broker Information Sheet Residential Existing Borrower Product Transfer v1.2 May 2025

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 Residential Existing Borrower 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

These products are designed to meet the needs of eligible existing Bluestone mortgage customers who are coming to the end of their existing product term or are currently on our Bluestone Standard Variable Rate (BVR) looking to secure a new deal.

For the Residential Existing Borrower Product Transfer products, value is derived from product attributes, such as:

- No further affordability checks for existing customers as long as they meet current eligibility criteria
- A range of products across a number of LTV tiers
- The annual overpayment allowance
- No valuation and product fee
- The ability to choose between a fixed rate and a variable rate

Full eligibility criteria can be accessed on our intermediary website via <https://bluestonemortgages.co.uk/brokers/our-products/>

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BM63 effective as of 05/2025

### 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 objective
<p>Existing Residential Borrower Transfer products are available to all eligible customers who already have a mortgage with Bluestone.</p> <p>The purpose of this product is to provide options for existing customers whose current product term is coming to an end, as well as those on our Bluestone Standard Variable Rate (BVR), giving customers the option to tie into a new deal.</p>	<p>Available through intermediary* channels only.</p> <p>Available through advised sale only.</p>	<p>Customers who are looking for stability and good value in their monthly outgoings.</p>
<p>*Intermediary distribution through:</p> <ul style="list-style-type: none"><li>• Networks and their Appointed Representatives</li><li>• Mortgage clubs</li><li>• Directly authorised mortgage intermediaries</li></ul> <p>All intermediaries must be FCA approved and registered with us and have the appropriate regulatory permissions.</p>		

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

- Are purchasing a home or who have moved from another mortgage lender
- Are looking for a further advance or a transfer of equity on their existing residential mortgages.

### 4. Customers with characteristics of vulnerability

The Product is designed for existing Bluestone customers which is likely to include some customers with characteristics of vulnerability or who will experience vulnerability over time.

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

- Education and training for our staff to ensure they have the appropriate skills and experience to recognise, understand and respond to the needs of vulnerable customers
- Suitable customer service provision and communications
- Flexible policies and practices to support vulnerable customers

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- 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.

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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