


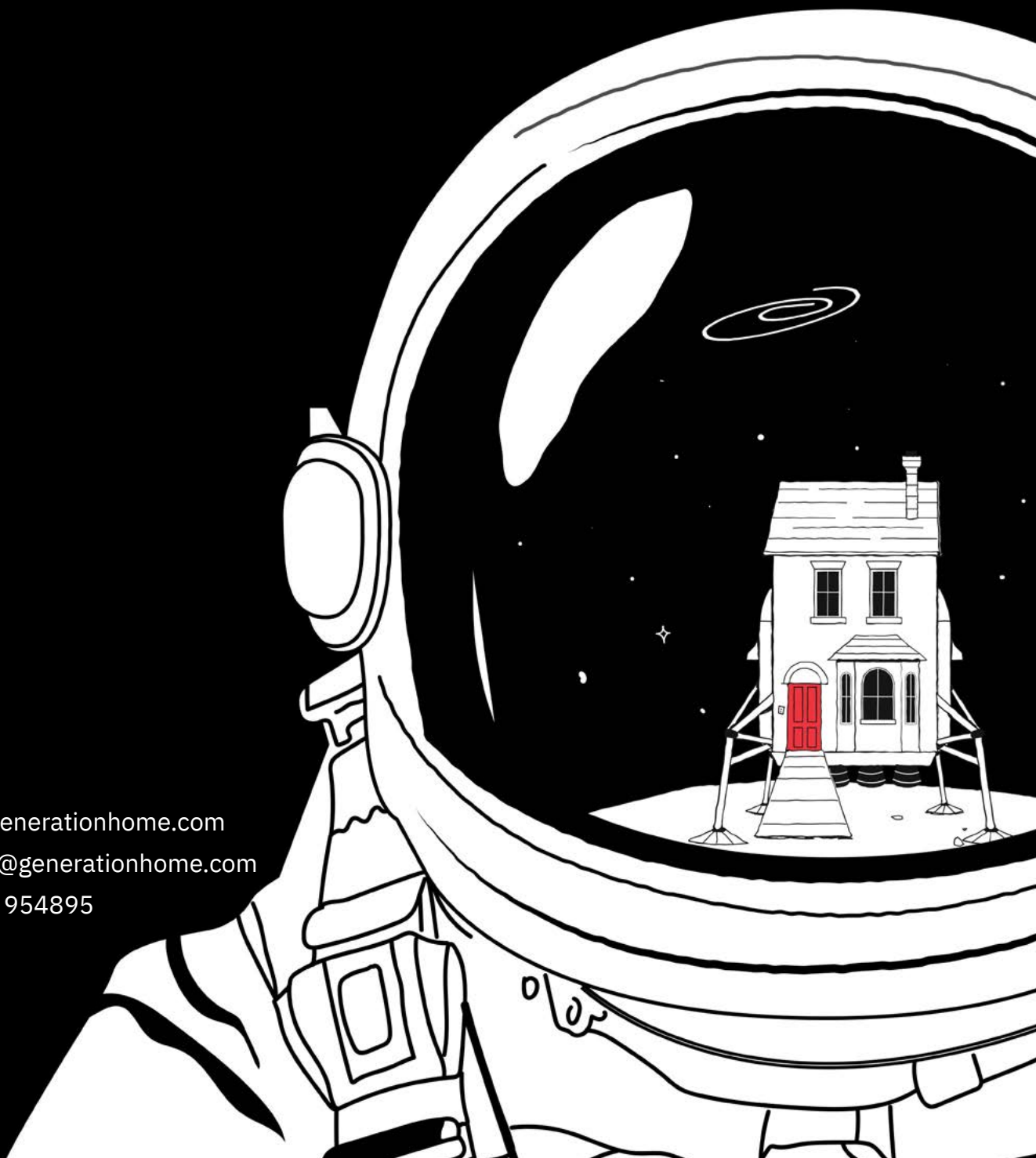


GENERATION HOME INTERMEDIARIES

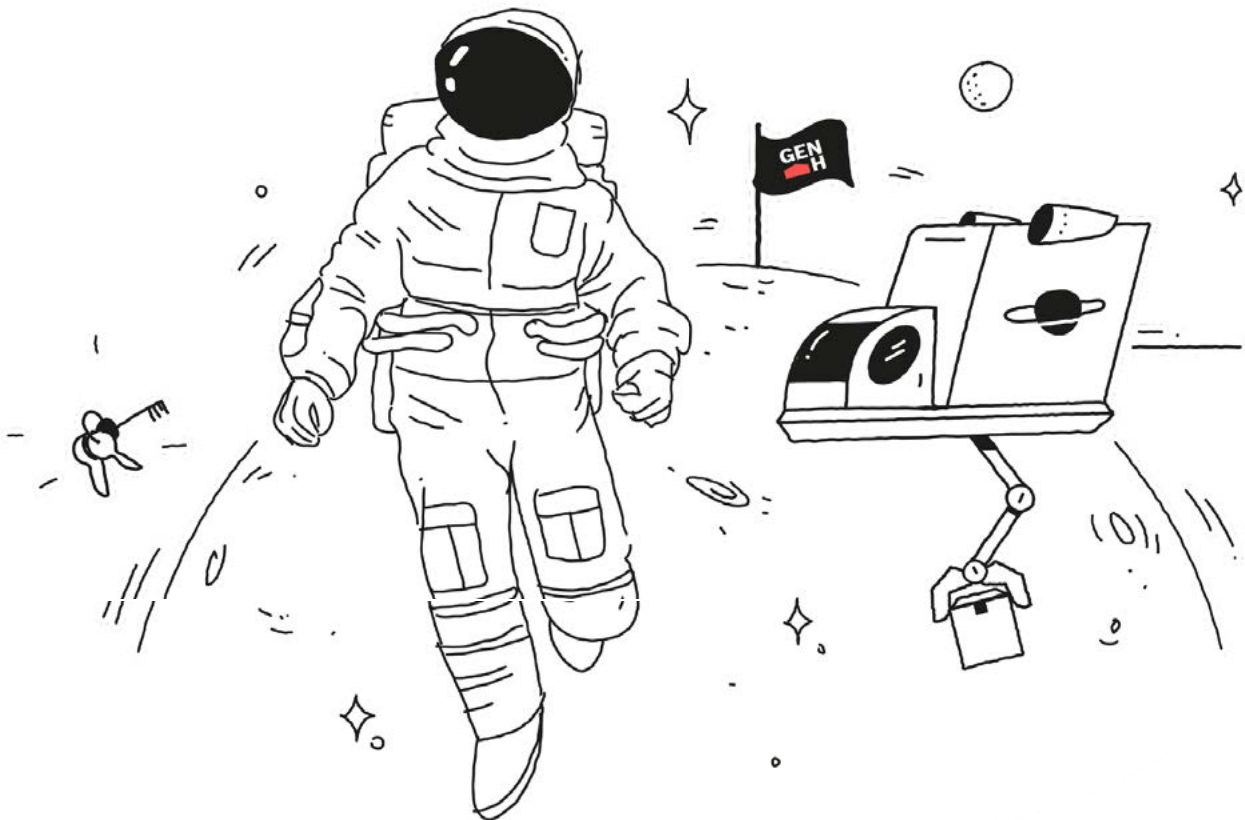


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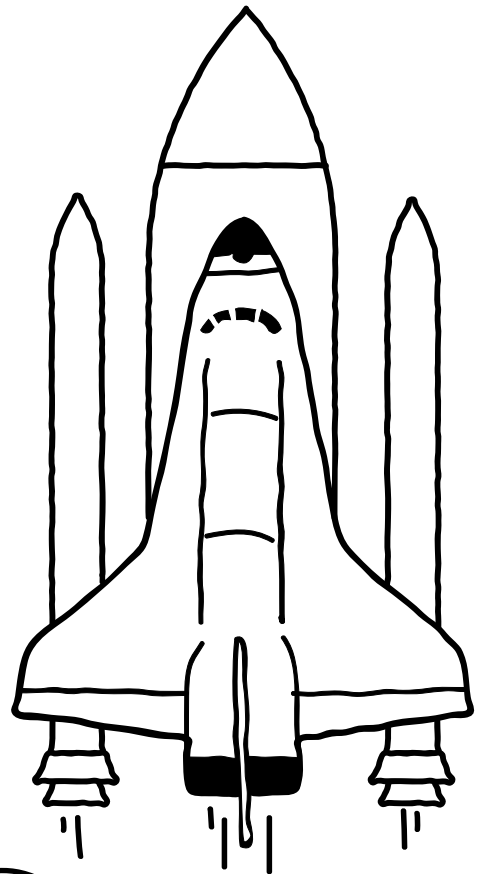
GENERATION HOME,
PROVIDING BETTER WAYS
FOR FAMILIES TO LEND
A HAND AND ENABLING
MILLIONS **TO BUY** WHERE
THEY COULDN'T BEFORE.



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WHO WE ARE

Homeownership has moved out of reach for millions of people, denying them the financial security that previous generations have taken for granted.

We founded Generation Home to change this, with a mission to help everyone become a homeowner.

In the past 2 years we've raised over £30 million in equity funding from leading U.S. and European technology investors and have been fortunate to pick up great partners such as NatWest and Barratt Homes to support us along the way.

But this will count for nothing without your buy-in. You know better than anyone the importance of independent advice to a first-time homebuyer. And, as we take our first steps towards opening up fully to intermediaries, we hope to work closely with you to help as many of your customers as possible.

Our promise to you is that we will always listen. We will listen when you tell us what you love about our proposition, but most importantly when we let you or the customer down, and we'll work relentlessly to improve all the time.

We're excited to work with you!

Will and Sophia

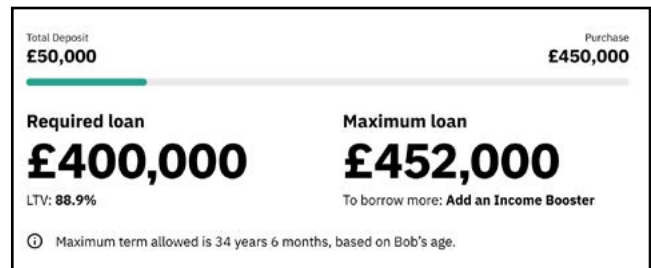
OUR PLATFORM

The process of applying for a Generation Home mortgage is familiar, but much smoother than the industry norm.

1. Check affordability with our calculator

Find out exactly how much your clients can borrow and the products, term and monthly payments available to them. We'll even show you how to boost their budget if they need to!

ALL IT TAKES IS 3 EASY STEPS:



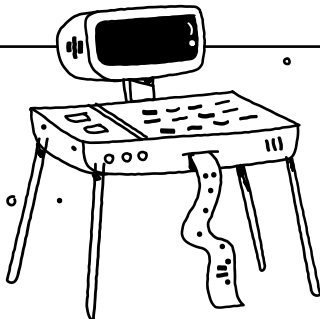
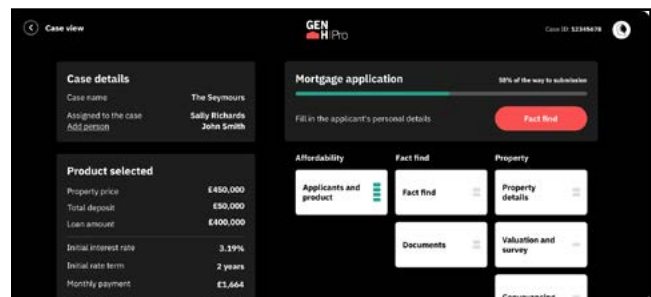
2. Convert to a MIP

Convert your affordability calculations to a Mortgage-in-Principle with a quick soft credit search. No more rekeying cases!



3. Complete a full mortgage application

Complete your FMA and submit it with no sweat, all through the Gen H Pro platform.



You're in control

Edit, complete and track your cases through the Gen H Pro platform.



The Seymours

Created
30/07/2021

Case ID
12345678

Affordability

MIP

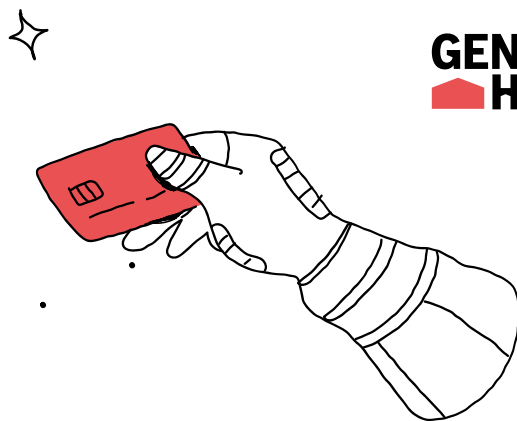
Application

Underwriting

Offered

Completed

DEPOSIT BOOSTER



WHAT IS A DEPOSIT BOOST?

DIY Help-to-Buy

- ◇ Deposit boosters help with the deposit in return for a financial interest in the property, secured by Generation Home's first charge.
- ◇ This is done through a deposit loan or an equity loan. With an equity loan, your stake increases or decreases in line with the property value. A deposit loan is a simple interest-free loan – you get back what you put in.

- ◇ We provide the deposit booster legal agreement free of charge and manage loan repayment. A deposit boost can be turned into a gift at any time.
- ◇ The deposit booster will require independent legal advice before the owners complete the purchase. We'll cover the cost if they choose to go with one of our panel solicitors, or reimburse up to £300 for non-panel.

WHY CHOOSE TO DEPOSIT BOOST?

Miles better than gifting

- ◇ You might want or need the money back in the future.
- ◇ You might want to help multiple children with the same pot of money.
- ◇ You might be worried about your money walking out the door after a break-up.

WHEN IS A DEPOSIT BOOST REPAYED?

Whenever suits the owners

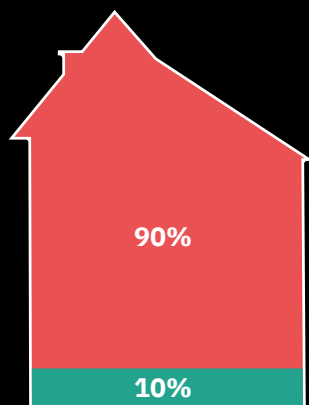
- ◇ A deposit booster can request to be repaid at specific events, such as the sale of the property or when remortgaging occurs and equity can be released.
- ◇ Otherwise, a homeowner can repay the loan in part or in full at any time using the Generation Home platform.

CASE STUDY

COUPLE WITH DEPOSIT HELP

Jasper and Chloe earn good salaries but need a little help with the deposit.

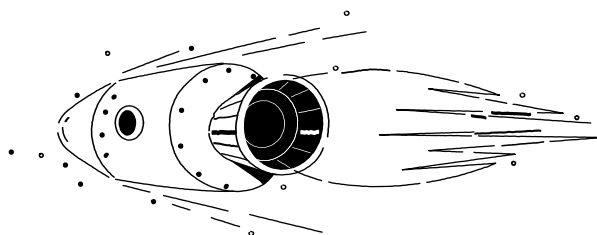
Jasper's dad Richard is willing to help with the deposit so long as his money is safeguarded in the event they split up. With an equity loan, Richard's money is protected by Generation Home.



HOUSE VALUE
£300,000

RICHARD'S
EQUITY LOAN
£30,000

INCOME BOOSTER



WHAT IS AN INCOME BOOSTER?

A family member added to the mortgage

- ◇ The income booster is structured legally as a joint borrower sole proprietor mortgage, similar to a guarantor.
- ◇ Any immediate family member can act as an income booster.
- ◇ How the monthly payments are divided is totally flexible, we can accommodate up to 6 direct debits and payments can be edited any time.
- ◇ Having an income booster that is contributing to the monthly payments could significantly increase the borrowing potential of the owners.
- ◇ Alternatively, they can just be on standby to help and support affordability.
- ◇ Income boosters will also require independent legal advice before the owners complete.

HOUSEHOLD INCOME	STANDARD MORTGAGE	MORTGAGE WITH A BOOSTER*
£30,000	£135,000	£210,000
£40,000	£180,000	£280,000
£50,000	£225,000	£350,000
£75,000	£338,000	£525,000
£100,000	£450,000	£700,000

*Assuming an Income Booster who earns over £20,000 per year and won't be contributing towards the monthly payments.



CASE STUDY

COUPLE WITH INCOME HELP

Simran and Dan are buying and Dan's mum Angela has agreed to go on the mortgage.

They can comfortably cover the mortgage repayments on their own, but Angela is there to help them borrow more. She's currently on standby, but if she were to contribute, they'd have an even bigger budget.

SIMRAN		DAN	ANGELA
Owner		Owner	Income booster
Income £29,000	Deposit £39,000	Income £22,000	Income £32,000

GENERATION HOME	£325,000
+£100 monthly contribution from income booster	£350,000
High-street lender	£229,500

DYNAMIC OWNERSHIP



POWERED BY THE HOME AGREEMENT

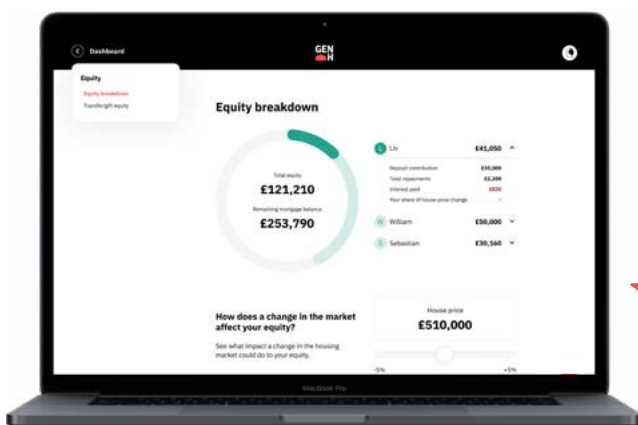
WHAT IS THE HOME AGREEMENT?



Buy together, know what's yours

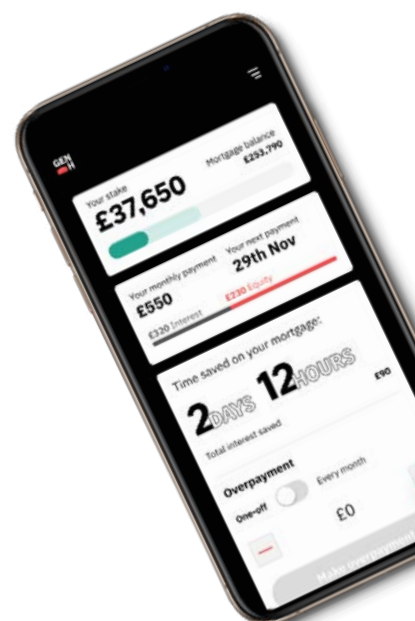
- ◇ The Generation Home Agreement is our spin on a deed of trust. It provides robust legal protection to each borrower through the term of their Generation Home mortgage.
- ◇ We track contributions towards the deposit and monthly payments through time, which can be reflected in updated ownership stakes for each individual (dynamic ownership).

- ◇ Owners and boosters can adjust who pays what every month, change bank accounts, adjust payment dates, make overpayments and more from their dashboard.
- ◇ They can also gift, sell or transfer ownership stakes to each other.



Customer dashboard mortgage summary

Customer dashboard mortgage summary



CASE STUDY

COUPLE WITH DIFFERENT FAMILY SUPPORT

Janine and Wayne are buying together. Her Dad, Sol, is helping with the deposit. His Mum, Gemma, is helping with the monthly payments.

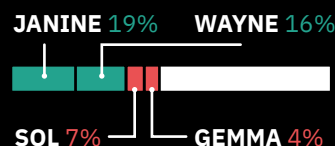
Knowing who owns what is important to Janine and Wayne because their families are helping in different ways and they want to keep things fair.

JANINE Owner		SOL Deposit Booster	
Income £25,000	Deposit £10,000	Deposit £22,000	
WAYNE Owner		GEMMA Income Booster	
Income £32,000	Deposit £0	Monthly £100	

Ownership stakes **Move in day**



Ownership stakes **Year 10**



BETTER CRITERIA



CRITERIA HIGHLIGHTS

Max age 85 and the ability to extend term by releasing income boosters early

Family loans ("deposit boost"), secured against the property, can be up to 100% of the deposit

1 year of self-employed accounts accepted

New build houses and flats up to 85% LTV

CASE STUDIES

Self-employed support

Ed is a self-employed electrician with two years of self assessments. This year has been much better than last year, when he was just getting up and running.

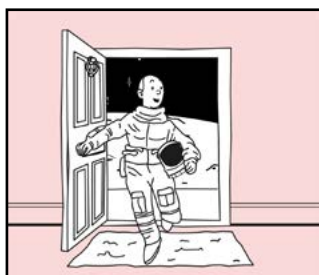


The Gen H solution

Generation Home would look at the latest year's accounts for affordability, with no extra LTV limitations.

One year of accounts

Jason is a recently self-employed taxi driver, with only one year of accounts. His father is on hand to help him with his mortgage if needed.



The Gen H solution

Generation Home could help, even with only one year of accounts, providing his income booster is employed.

Young families

Sam and Olivia have just started a family, with Olivia becoming a stay-at-home mum. Olivia's mum, 61, is an accountant and plans to work until at least 75. She knows Olivia will be going back to work in a few years, so is comfortable helping the young family onto the ladder.



The Gen H solution

As an income booster Olivia's mum can help them buy now. Once Olivia returns to work, Generation Home can look at removing their booster, subject to a full assessment. This means they can have a 23 year term that keeps their payments affordable.

Divorce and TOE

Sarah is going through a divorce and wants to buy out her ex-husband. But without his income, she's struggling to afford the mortgage she needs. Her mum is happy to help out, but already owns a property so doesn't want to be hit with second home buyer stamp duty.



The Gen H solution

As an income booster, Sarah's mum can help her borrow enough today. As she's on the mortgage but not the property deeds, she and Sarah aren't hit with an extra stamp duty bill.

VALUATION FEES



CONNELLS

Connells is Generation Home's valuation provider. We've negotiated a discounted rate for Generation Home customers to have a survey done at the same time as the valuation if they wish.



VALUATION FEES TABLE

PROPERTY VALUE	BASIC VALUATION	BASIC VALUATION + HOME BUYERS REPORT
Up to £99,999	£200	£400
£100,000 - £199,999	£200	£550
£200 - £299,999	£200	£650
£300 - £399,999	£200	£675
£400 - £499,999	£200	£750
£500 - £749,999	£500	£1150
£750,000 - £999,999	£500	£1350
£1,000,001 - £1,500,000	£950	£2000
£1,500,001 - £2,000,000	£1410	£2460
£2,000,001 - £3,000,000	£1920	£3670
£3,000,001 - £4,000,000	£2485	£4680
£4,000,001 - £5,000,000	£3070	£5720

LEGAL INFORMATION

CONVEYANCING

Generation Home has a growing panel of solicitors we work with.

You can find our full panel list online using our broker help centre.

If your clients have their own solicitor in mind, but are not on our panel, their solicitor can apply to join our panel using the Lender Exchange.

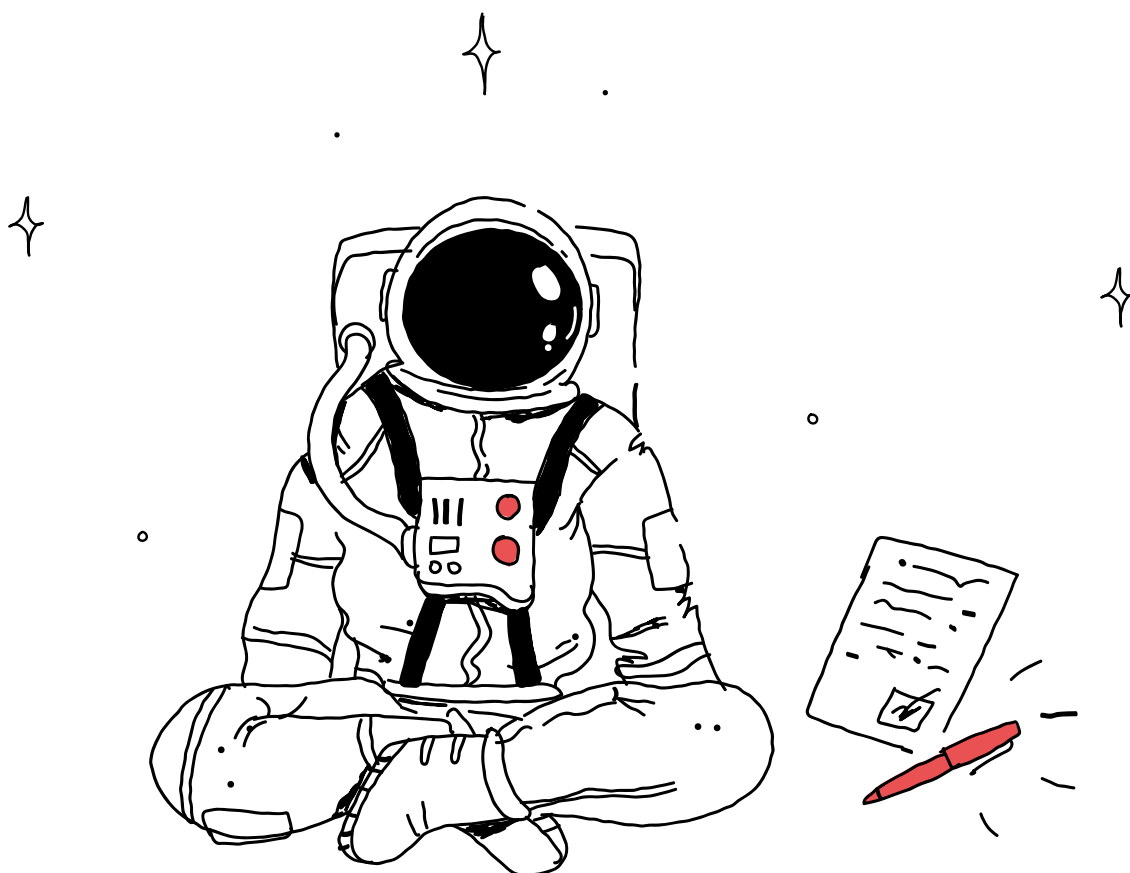
Any questions, contact us directly and we will see how we can help.

ILA

Mandatory for all Boosters

We cover the costs directly when the booster chooses one of our panel solicitors.

We reimburse their costs up to £300 if the booster proceeds with a non-panel solicitor.



CUSTOMER REVIEWS



★ Trustpilot 

Clear, approachable, friendly service

We wouldn't have been able to buy the house we did without Generation Home and without having my dad as an income booster. I would highly recommend to any first time buyers who can't afford much of a mortgage.

by DC



★ Trustpilot 

I can't recommend GH enough!!! Amazing Company!

Our mortgage was not a straight forward one as my income is split between dividends and PAYE and I'm the majority share holder of my company as well. We've already recommended Generation Home to friends and can't recommend them enough!

by Nadia



★ Trustpilot 

Unrivalled product

Unrivalled product if you need help getting on the ladder! We really shopped around and no one offered the kind of flexible products Generation Home did. The service was also really, really good!

by Amy



★ Trustpilot 

Gave us the best way to help our son...

Gave us the best way to help our son get on the property ladder in a very difficult market. Very thorough and clear presentation of our responsibilities and product information. Much appreciated. Thank you GH.

by Steve



★ Trustpilot 

Great experience

Great experience. Fast, efficient and friendly service. I would have never thought getting a mortgage being self employed could be so easy.

by Russ



★ Trustpilot 

Have been telling all of my friends!

After trying and failing repeatedly to find a lender that would accept my complex employment situation, I was stunned to find a lender that would consider me.

by Alex



★ Trustpilot 

Highly recommend

One of us was starting a PhD so lenders said no automatically because they wouldn't consider a PhD stipend as income. Generation Home were accommodating and took a common sense approach to any money that could be considered income.

by Jordan



★ Trustpilot 

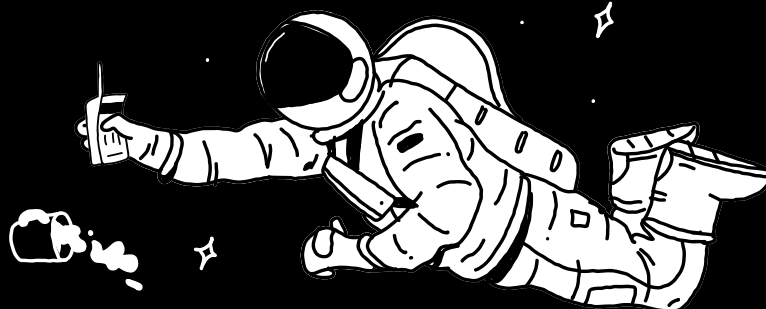
How it should be

I hope other lenders are taking note. They took the time to actually look at our income and expenses in real world terms and adding a family member as an income booster meant we got a mortgage for a property we really wanted.

by Gordie



See all of our reviews at trustpilot.com/review/generationhome.com



CONTACT US

Reach out to your dedicated BDM team below, we'd love to hear from you:

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