

General enquiries

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by Home Group

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New Build Sales – First Come First Served Policy

Introduction

The purpose of this policy is to align with currently regulatory guidance provided by Homes England.

This policy applies to the reservation of our new build homes to prospective purchasers, under the following affordable home ownership schemes: Shared Ownership, Older Persons Shared Ownership and Discount for Sale.

We will ensure all prospective buyers are aware of our policy approach when offering them an affordable home.

We will ensure all prospective customers are aware of the process prior to expending any cost to themselves.

If you believe we are in breach of this policy, please contact the regional New Build Sales Manager or consult our [Complaints policy](#).

Policy

As demand for our new build affordable homes can outstrip supply our Shared Ownership, Older Person Shared Ownership and/or Discount for Sale homes are now offered on a first-come, first-served basis. Our definition of First-come, first-served:

- The first financial assessment received by Persona Homes by Home Group from an independent financial advisor that confirms the applicant can proceed. Please note the financial assessment applies to buyers requiring a mortgage and those that don't (cash buyers).
- A completed reservation form within 48 hours of receipt and payment made.

Template financial assessment forms have been provided by Home England and can be found here:

- [Mortgage buyer sign off form](#)
- [Cash Buyer sign off form](#)

In some instances, there may be additional rules dictating the allocation of our properties. This can include:

- Local Authority nominations – Where the local authority has the right to nominate a purchaser or is required to approve a purchaser.
- A Local Connection – applicants may have to live, or work, in a specific locality to qualify
- Priority for MoD Personnel: Priority continues to be given to military personnel (Ministry of Defence) who are eligible for Shared Ownership. Serving military personnel and former members of the British Armed Forces discharged in the last 2 years.

In these cases, applicants that fit any of the above criterion will be given priority. Detail of any Local Authority requirements/involvement will be provided when enquiring about a specific development, please speak with the relevant Sales Executive.

In summary, Shared Ownership homes are allocated based on a first-come, first-served basis, provided that applicants meet the relevant eligibility and affordability requirements. The level of initial share intended to be purchased does not impact our decision on shared ownership applications.

Persona Homes is a registered trade mark of Home Group Limited (charity registered society no. 22981R) and is the home sale brand name used by Home Group Limited and Home Group Development Limited.

Data Protection:

In order to help us deliver efficient services and to manage your relationship with us, we need to collect relevant personal details from you. We comply with the General Data Protection Regulation and Data Protection Act 2018 when dealing with personal data. This means that your personal data will be processed in accordance with the law. Please note in some circumstances we may share your personal data with external third parties. For more information on how we process your personal data, including on data security, data retention and lawful processing bases, please access our full privacy notice at: www.yourpersonahome.com/legal/privacy-policy