

#### General enquiries

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# Persona Homes

by Home Group

#### Office address

Persona Homes, One Strawberry Lane,  
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## Shared ownership cash purchasers

### Introduction

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

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

All usual shared ownership eligibility, affordability and sustainability criteria and requirements should be met. For a cash buyer Persona Homes by Home Group will check that the rent, service charge, and any other housing costs do not breach 45% of the applicants' net household income (after debts).

Please refer to [First Come First Served Policy](#), [Cash Buyer Assessment](#) and [Monthly Minimum Surplus Policy](#) for further detail.

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](http://www.yourpersonahome.com/legal/privacy-policy)