

A photograph of a family of three in a modern kitchen. On the left, a man with long dreadlocks and a beard, wearing a pink hoodie, smiles broadly. In the center, a young child with dark hair, wearing a blue long-sleeved shirt and patterned shorts, is being held. On the right, a woman with long brown hair, wearing a light green shirt, smiles and holds the child. The background shows a kitchen with white cabinets, a microwave, and a red blender. A white play button icon is centered over the child.

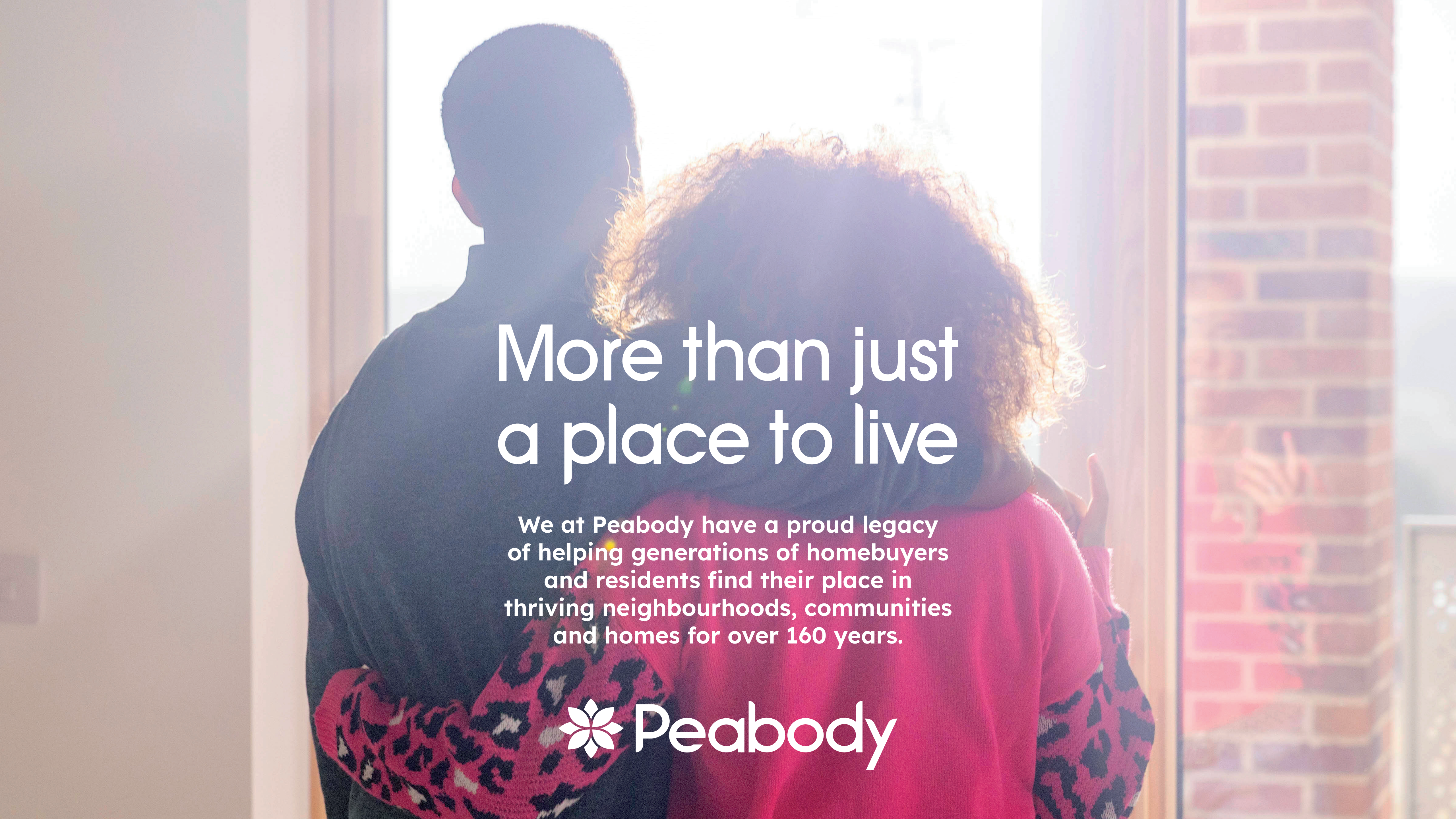
Raph & Jaye

Homeowners at The Switch, SW17.



Andrew Fuller
Senior Sales Manager



A man and a woman are seen from behind, embracing each other in front of a large window. The man is wearing a dark blue sweater, and the woman is wearing a red sweater with a black and white leopard print pattern on the sleeves. They are looking out at a brick wall. The scene is brightly lit by natural light coming from the window.

More than just a place to live

We at Peabody have a proud legacy
of helping generations of homebuyers
and residents find their place in
thriving neighbourhoods, communities
and homes for over 160 years.



A stylized teal floral graphic with multiple overlapping petals, located in the upper left corner of the image.

Do you really understand

Shared
Ownership?

Shared Ownership

helps get you on the
property ladder with
a low deposit

Osman

Homeowner at City Angel, EC1.

Shared Ownership

helps get you on the
property ladder with
a low deposit

**But how much do you
really understand it?**

Osman

Homeowner at City Angel, EC1.



TRUE

or



FALSE

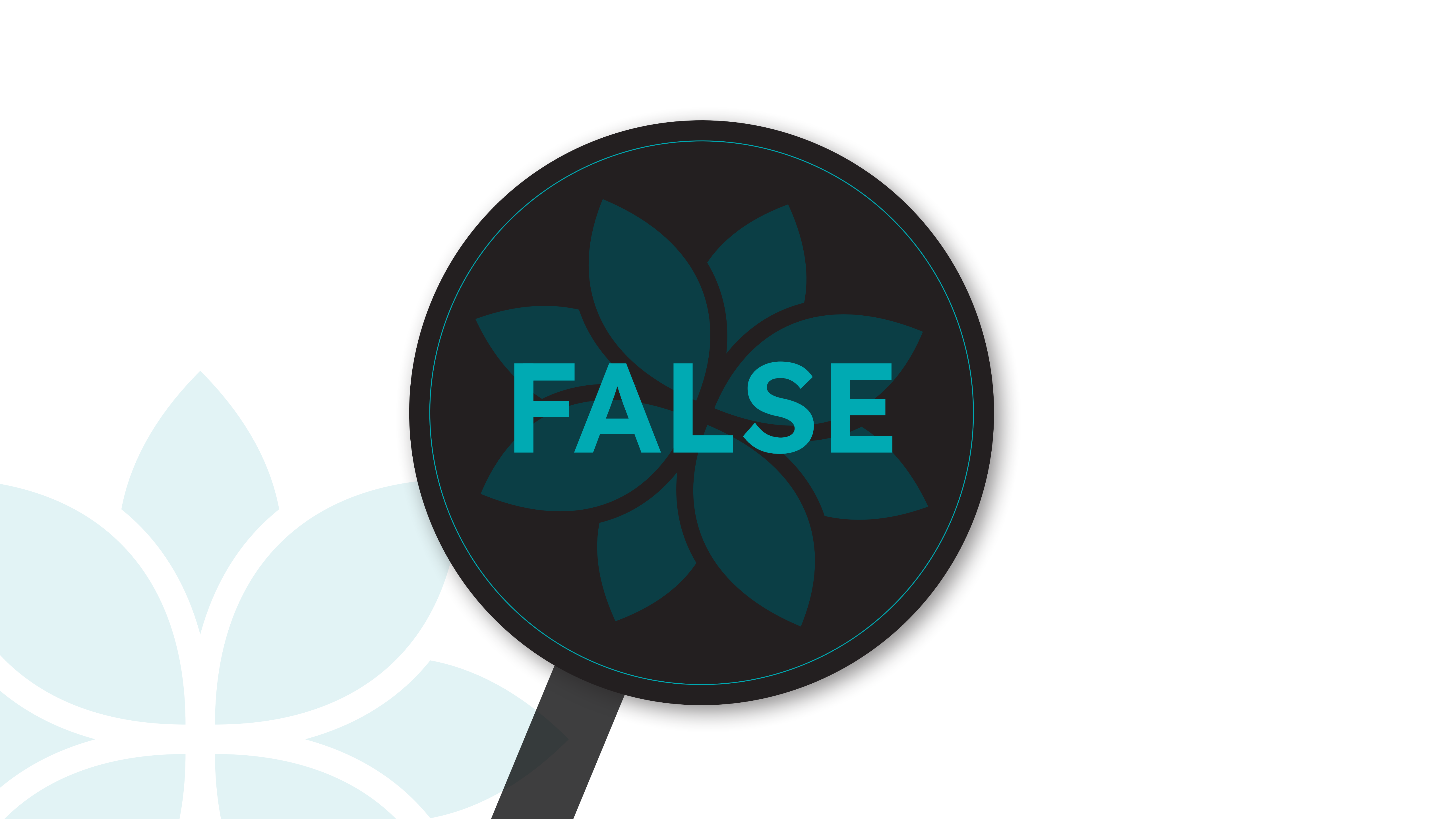
One

**Shared Ownership
involves living
with a complete
stranger**

TRUE

or

FALSE



Two

**Shared Ownership
isn't just available
to first-time buyers**

TRUE

or

FALSE



TRUE

Who is eligible for *Shared Ownership?*

You must be
aged 18 or older

Your annual
household income
if buying in London
must be less than
£90,000 or £80,000
for outside of London

You'll either be
a first-time buyer or
be in the process of
selling your home

You must be able
to show you are
not in rent or
mortgage arrears

You must be able
to demonstrate
that you have a
good credit history
and can afford the
costs and regular
payments involved in
buying a home

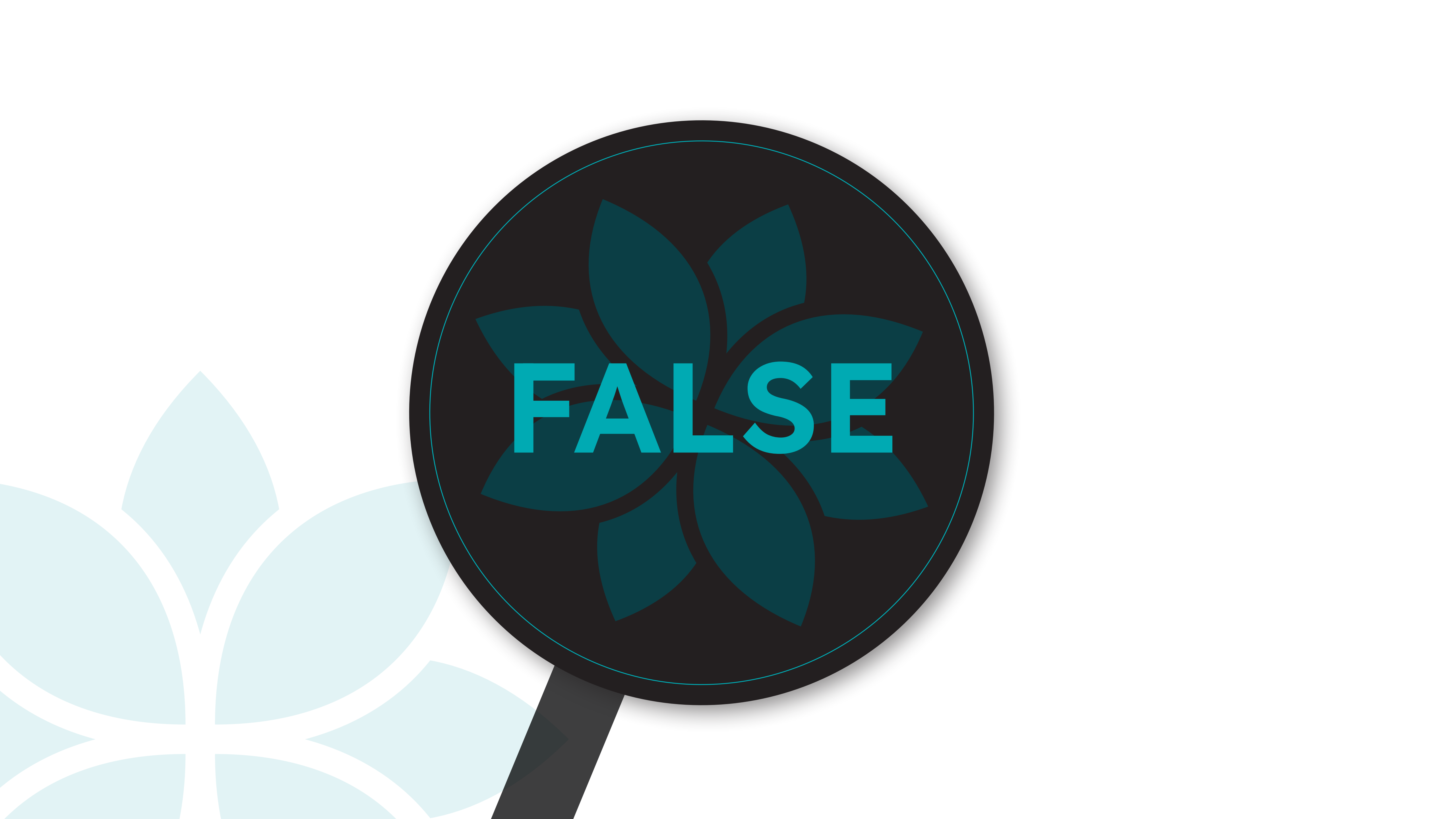
Three

**The deposit you
need is based on
the full market
value**

TRUE

or

FALSE



Cost of buying through *Shared Ownership*



COST OF
YOUR HOME
£400,000



YOUR DEPOSIT
£13,275

Based upon a 10% deposit with an
annual household income of £76,564



OTHER ESTIMATED COSTS
£1,384-£4,000

£500 Reservation fee

£700 Solicitors fee

£600 Legal disbursements

£400 Mortgage advisor fee

£0-£800 Mortgage valuation fee

£0-£999 Mortgage arrangement fee

Four

**Estimated additional
costs for buying a
Shared Ownership
home are between
£2k - £4k**

TRUE

or

FALSE



TRUE

Cost of buying through *Shared Ownership*

**COST OF
YOUR HOME
£531,000**

(based on a one-bed apartment
at The Verdean, W3)



**OTHER ESTIMATED COSTS
£1,384-£4,000**

£500 Reservation fee

£700 Solicitors fee

£600 Legal disbursements

£400 Mortgage advisor fee

£0-£800 Mortgage valuation fee

£0-£999 Mortgage arrangement fee

Five

**You only have to
pay stamp duty on
the share you are
purchasing**

TRUE

or

FALSE



TRUE

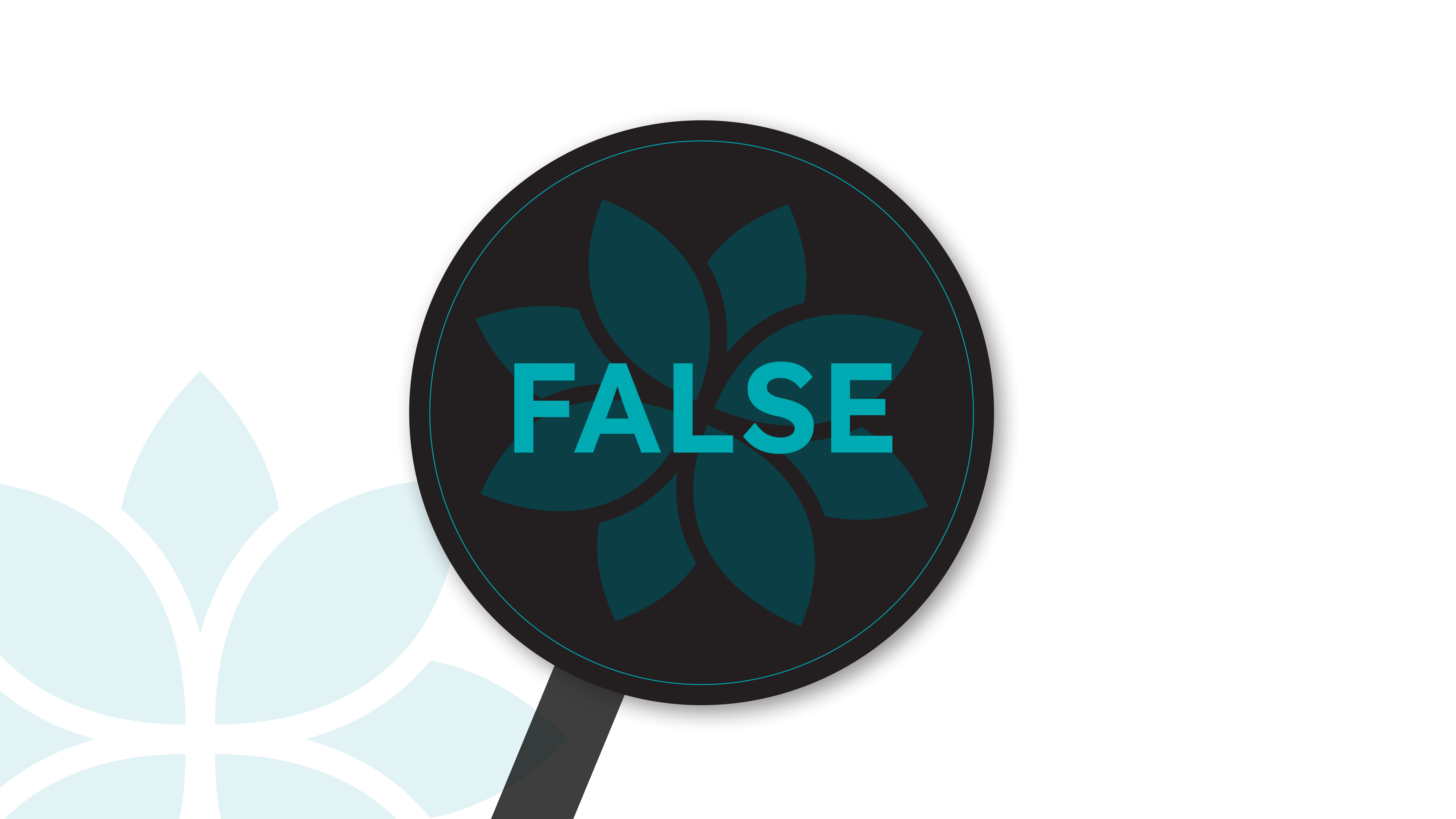
Six

**The rent you pay
is the same as
renting privately**

TRUE

or

FALSE



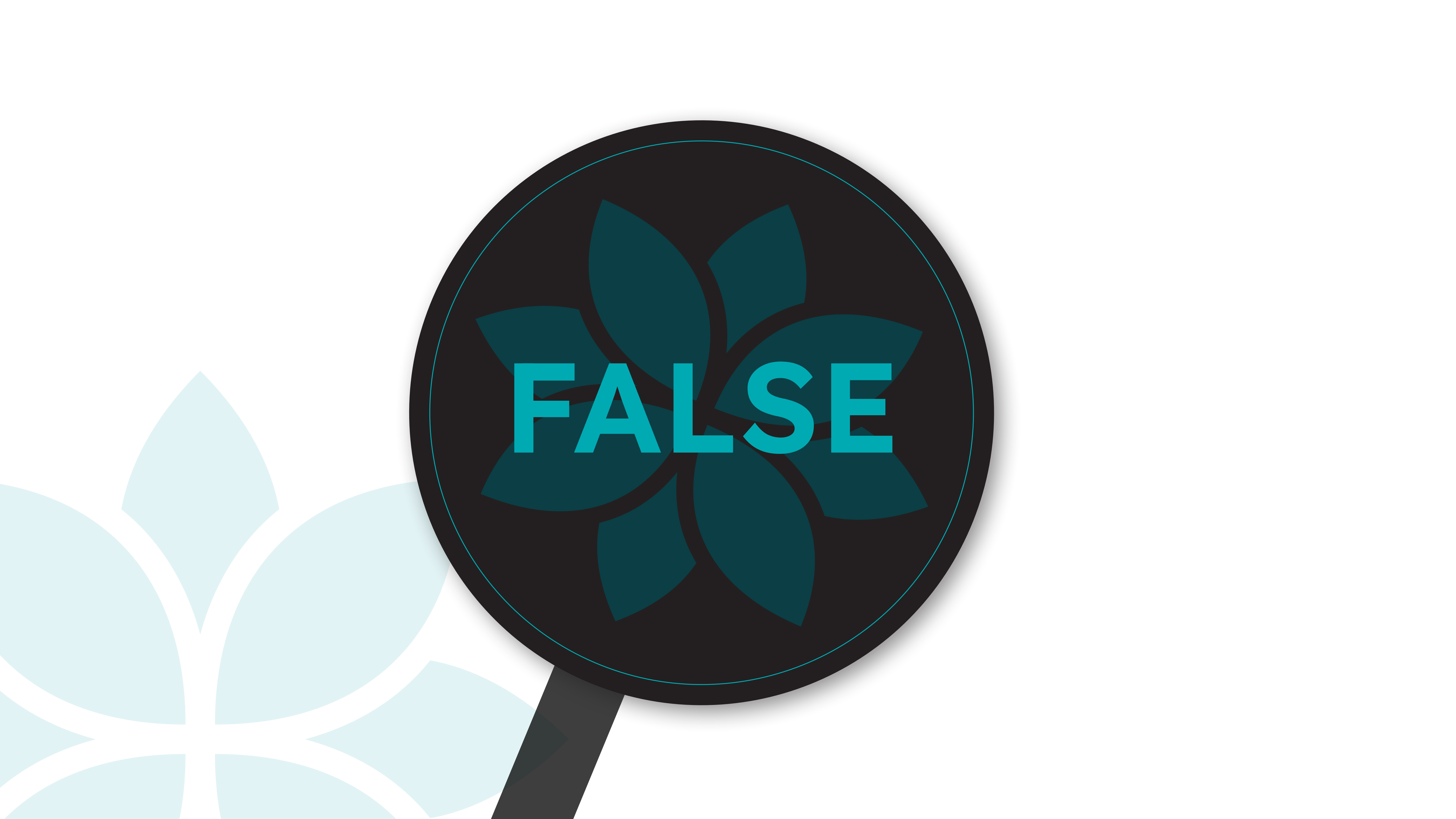
Seven

**You will never
own 100% of
the property**

TRUE

or

FALSE



What are the benefits of *Staircasing?*

Reduce your rent

The greater the share you own in your home, the less rent you pay to Peabody

Own 100%

Eventually buy all the remaining shares in your home, and become the outright owner, paying no rent

Benefit from any increase if you decide to sell

If the value of your home increases over time, the value of your shares will too



Eight

**You can sell as a
Shared Ownership
homeowner**

TRUE

or

FALSE



TRUE

Here's how selling a Shared Ownership home works...

Step

One

Intention to sell

Let us know you would like to move on and request a valuation to find out how much your home is worth



Here's how selling a Shared Ownership home works...

Step

One

Intention to sell

Let us know you would like to move on and request a valuation to find out how much your home is worth

Step

Two

Peabody will help you market your home and sell your share

We will help prepare everything you need and get your home on the market

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Step

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Intention to sell

Let us know you would like to move on and request a valuation to find out how much your home is worth

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Step

Three

Finding a buyer

We will arrange viewings, approve applications, allocate a buyer, liaise with all parties and progress the sale to completion

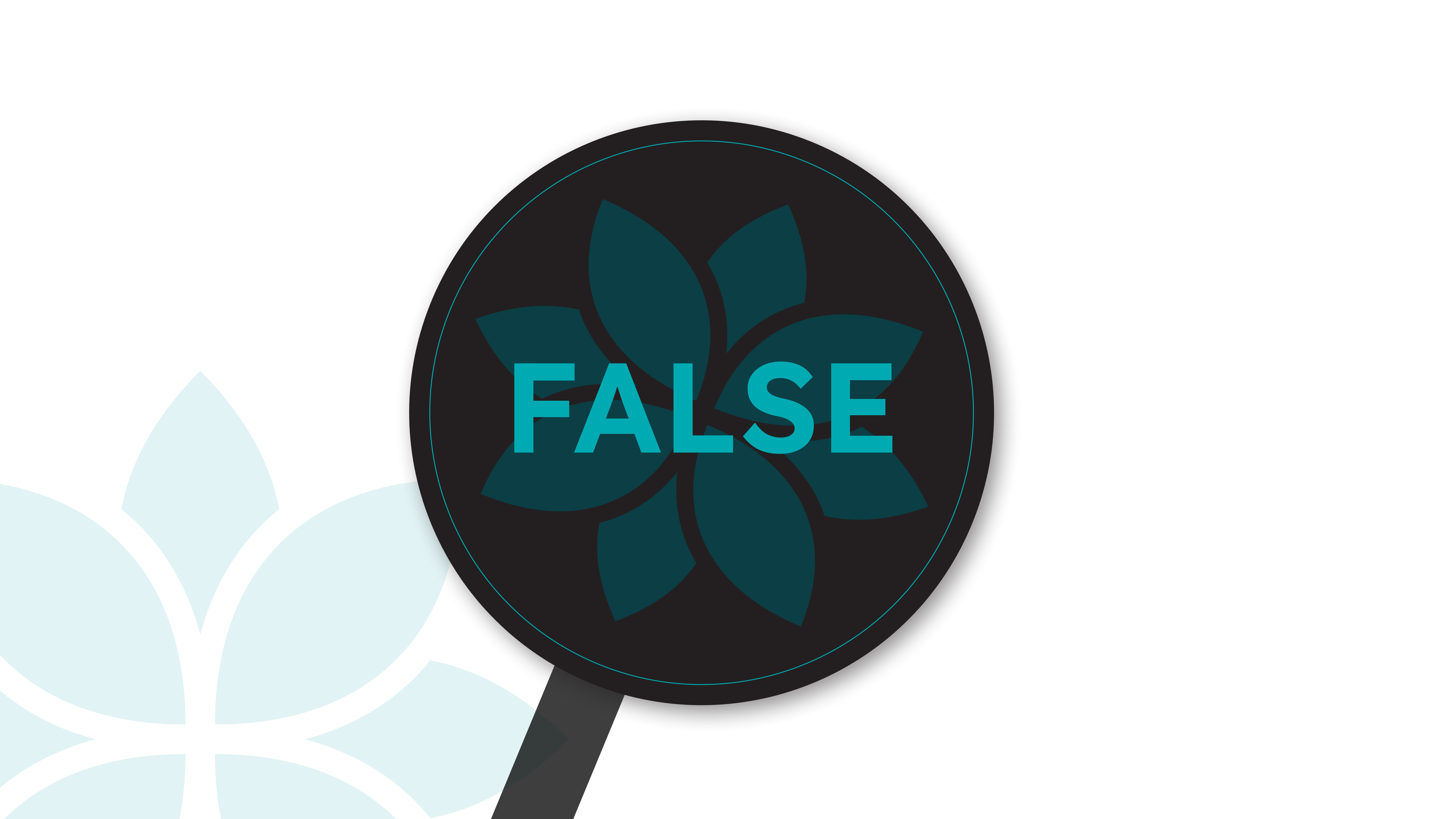
Nine

**If you already own
a Shared Ownership
property you cannot
buy another one**

TRUE

or

FALSE



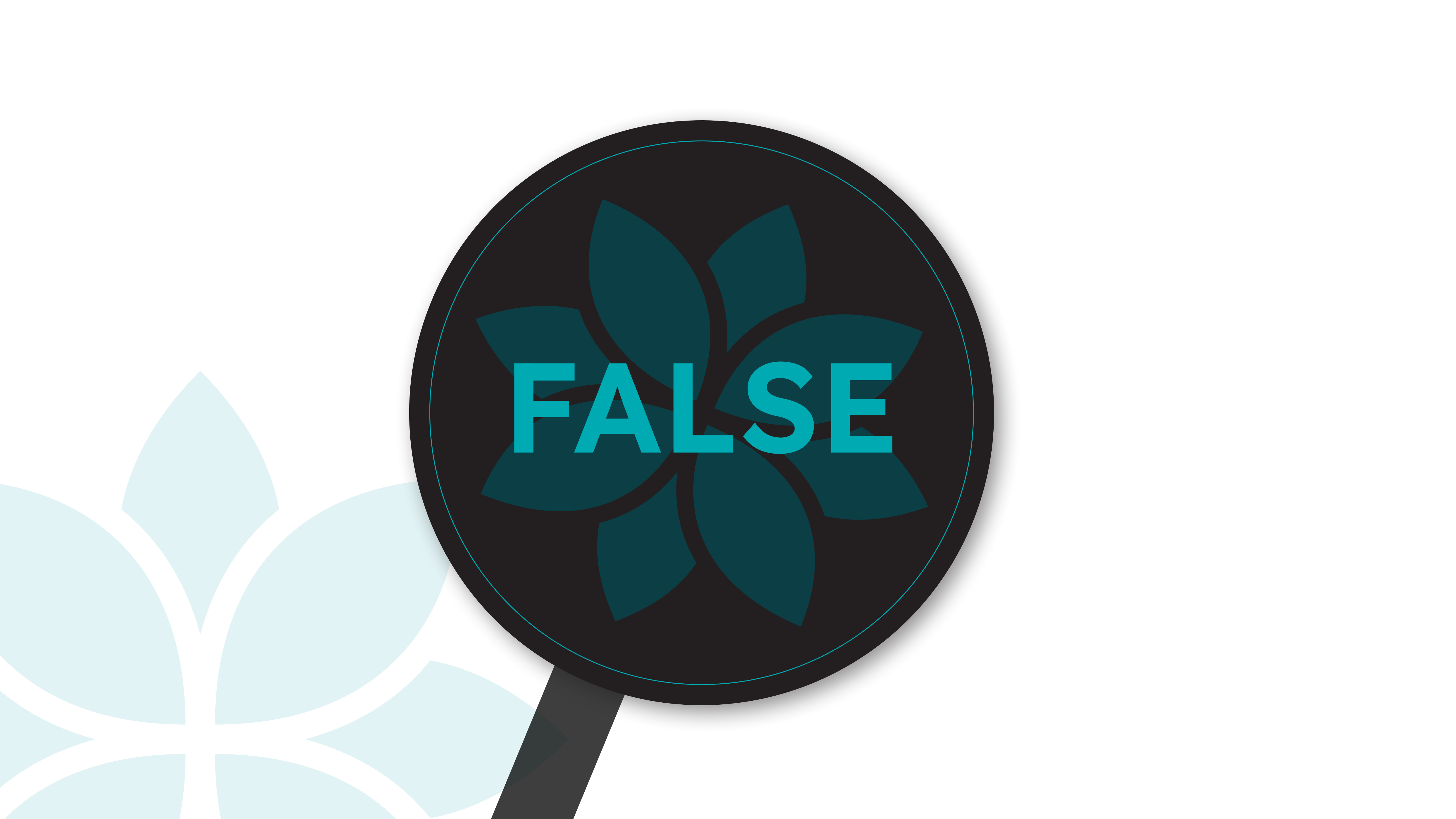
Ten

**Shared Ownership
is only available on
new build properties**

TRUE

or

FALSE



Resale Properties

Homes that were previously purchased through Shared Ownership and now the current owner is looking to sell.

When purchasing a Resale property, the **minimum** share you can buy is the **amount the current leaseholder owns**. You can purchase a **bigger** share if you're able to

Shared Ownership is usually only available to people living or working in the borough where they are looking to buy. But that's **not** normally the case with Resale properties

With a Resale property you don't have to wait for the development to be finished and most Resale homes are situated within an **already established neighbourhood**

Top tips when looking at *Shared Ownership*

Tip one

Finances

Make sure you understand your financial position and mortgage options so you know what you can afford

Tip two

Location

Consider what kind of area you want to live in

Tip three

Wish List

Find out what shared spaces are available and how they can enhance your day-to-day life

Tip four

Viewing

Go and view some developments. Get a feel for the location and check travel connections. See the area at different times of day. View a few types of property with different layouts and finishes.

Tip five

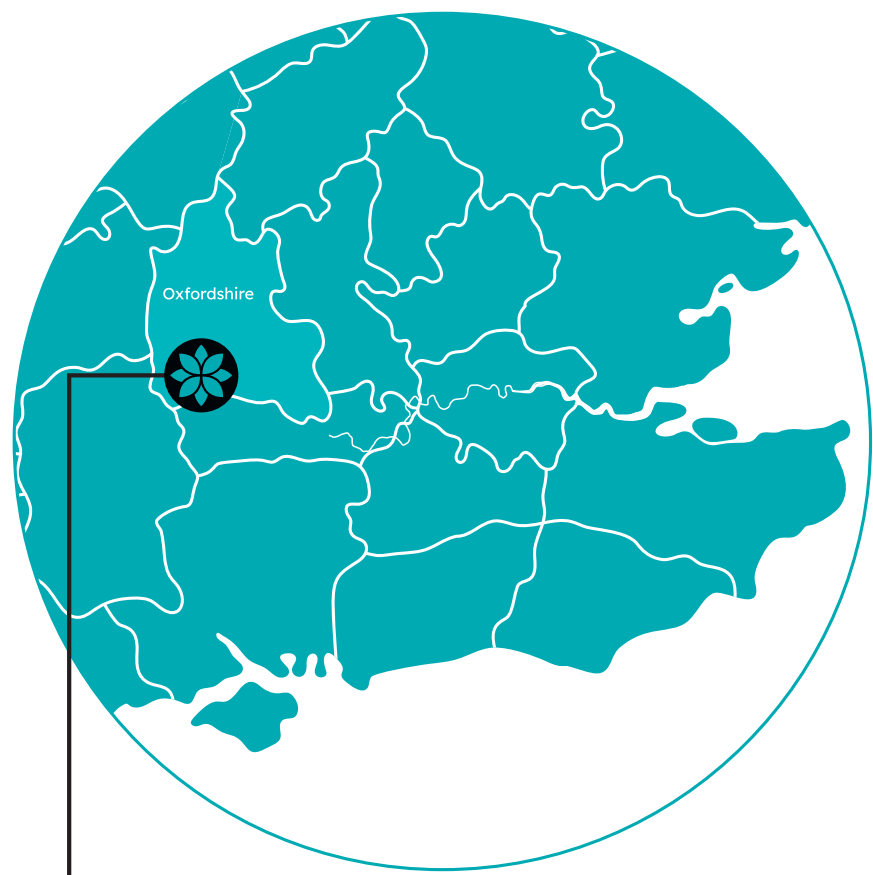
Future-thinking

While you enjoy living in your new home, plan what you might want to do in the future. Could you save to buy a bigger share of your home, or put towards buying a new home?

Any

Questions?





a place to *discover*



The Verdean
Shared Ownership Collection



**THE STUDIO
COLLECTION**
CITY ANGEL • EC1

**WEST HAM
VILLAGE E16**

**FISH
ISLAND
POINT**
HACKNEY WICK E3

**DAGENHAM
GREEN E5** | Shared
Ownership
Edition

SOUTHMERE

**LOMBARD
SQUARE**
Shared Ownership
Collection • SE28

**KE
WB**
KEW BRIDGE

ONE CLAPHAM
SHARED OWNERSHIP EDITION • BATTERSEA



**HIGGS
YARD**
HERNE HILL ROAD, Brixton

ST OLAVE'S
CANADA WATER

Hounslow

Ealing

Kensington
& Chelsea

Westminster

City of
London

Tower
Hamlets

Newham

Barking

Hammersmith
& Fulham

Southwark

Greenwich

Bexley

Wandsworth

Lambeth

Lewisham

Haringey

Islington



Thank you for listening
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or find your place at
peabodynewhomes.co.uk

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