

Terms and conditions

SDLT Paid

1. In this Offer SDLT means Stamp Duty Land Tax and includes regional equivalents being LTT in Wales and LBTT in Scotland. The term “**Price**” means the purchase price for the Persimmon home as will be stated in the transfer deed or lease (or in either case regional equivalent).
2. This offer is available between 14.04.26 and 21.04.26 (both dates inclusive) (“the **Offer Period**”) on selected Persimmon developments and plots only in West Wales, subject to customer status and availability. In these terms “**You**” means the customer(s) and applies if the relevant Persimmon home is being acquired by one or more persons. “**Us**” and “**Our**” are references to Persimmon. “**The Offer**” means the offer detailed in paragraph 4 below. The provision of the Offer is strictly subject to these terms and conditions. “**We**” means Us and You. For the avoidance of any doubt if You comprise more than one person and either or any of You withdraw from the purchase of the Persimmon home, the person(s) so withdrawing shall not be entitled to the Offer.
3. Our sales representative will let You know in writing, during the Offer Period whether or not You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify for this offer You need to have entered into a reservation agreement with Us (which includes the payment of the required reservation fee) for the specific Persimmon home to which Our Offer relates no later than 27.05.26 (time being of the essence).
4. The Offer comprises a financial incentive that:
 - 4.1 equates to the SDLT that You will be legally obliged to pay in respect of the Price (and for the purposes of this Offer Price excludes any additional fixtures that necessitate the payment of SDLT and which You agree to purchase from Us); and
 - 4.2 is a sum that, regardless of the Price, shall not exceed £25,000; and
 - 4.3 will be shown on the completion statement as a “deduction” from the completion balance when you complete Your purchase of the Persimmon home (the Offer will not be given or paid to You by any other means)
5. Regardless of the Offer that We say You are entitled to receive on or prior to reservation of the Persimmon home, You will not be eligible to receive and take advantage of the Offer if You purchase the Persimmon home where any one or more of the following apply:
 - 5.1 using a buy to let mortgage product; or
 - 5.2 using the First Homes Scheme or other Discount from Market Value scheme;
or
 - 5.3 using any Government Help to Buy or similar scheme; or

- 5.4 using any of Persimmon part exchange or home change scheme; or
- 5.5 using any shared ownership or shared equity scheme; or
- 5.6 where one or more of the purchasers is a corporate entity, LLP or partnership;
or
- 5.7 for whatever reason You are or become exempt from any legal obligation to pay SDLT.

- 6. Persimmon shall have sole discretion to decide whether You are entitled to the Offer provided by this scheme. Persimmon reserves the right to suspend cancel or amend this Offer at any time without notice (Provided always that the terms of an Offer to an individual may not be amended where the availability of the Offer and eligibility for the Offer have been communicated in writing to that individual on or before reservation of a specific Persimmon home, without prejudice though to these terms and conditions). Any suspension, cancellation or amendment will be published on Persimmon's website.
- 7. Notwithstanding Your potential entitlement to receive the Offer, these terms and conditions (and anything else communicated to You by Persimmon) do not give to You any period of exclusivity to purchase a particular plot and (unless a valid reservation agreement has been entered into between ourselves and remains in force and effect) We shall be entitled to enter into a reservation agreement with any third party at any time.

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Free Flooring

1. This offer is available between 14/04/2026 and 21/04/2026 on selected Persimmon developments and plots only in our West Wales region, subject to customer status and availability. It applies only to Persimmon homes where a purchase price (disregarding (i) the value of any extras or finishing touches You may order and (ii) this Offer and (iii) any other financial incentive given to You by Us) ("**Price**") is agreed at formal reservation of £250,000 or more. In these terms "**You**" means the customer(s) and applies if the relevant Persimmon home is being acquired by one or more persons. "**Us**" and "**Our**" are references to Persimmon. "**The Offer**" means the offer detailed in paragraph 4 below. The provision of the Offer is strictly subject to these terms and conditions. "**We**" means Us and You. For the avoidance of any doubt if You comprise more than one person and either or any of You withdraw from the purchase of the Persimmon home, the person(s) so withdrawing shall not be entitled to the Offer.

The offer comprises the provision and fitting by Us of free flooring when chosen (see Clause 2 below) to the Persimmon home that You reserve and purchase from Us.

2. The flooring will comprise flooring as chosen by You from the Persimmon Finishing Touches range (this range is available from Persimmon's sales team). The list price of the selected flooring will not exceed £5,500 in aggregate.
3. The provision of the flooring is subject to the availability of such items with Us being entitled to exchange any of the items with alternatives that We (acting reasonably) believe are of comparable quality and style).
4. Our sales representative will let You know in writing, prior to or on reservation of a Persimmon home whether or not You qualify for this Offer. To qualify for this offer You need to have entered into a reservation agreement with Us (which includes the payment of the required reservation fee) for the specific Persimmon home to which Our Offer relates no later than 27/05/2026 (time being of the essence).
5. Regardless of the Offer that We say that You are entitled to receive on or prior to reservation of the Persimmon home, You will not be eligible to receive and take advantage of the Offer if You purchase the Persimmon home where any one or more of the following apply:
 - 5.1 using a buy to let mortgage product; or
 - 5.2 using the First Homes Scheme or other Discount from Market Value scheme;or

- 5.3 using any Government Help to Buy or similar scheme; or
- 5.4 using any of Persimmon part exchange or home change scheme; or
- 5.5 using any shared ownership or shared equity scheme; or
- 5.6 where one or more of the purchasers is a corporate entity, LLP or partnership.

- 6. If You qualify for the Offer You accept and acknowledge that in certain circumstances the fitting of flooring may not be finished by the completion date of the sale and purchase of the new home. If this should apply then You will give Us reasonable access to the new home after completion to manage the fitting and delivery of the Upgrades (which We shall endeavour to achieve as soon as reasonable practicable). You shall not be entitled to any compensation or alternative product for any late fitting of the flooring
- 7. Persimmon shall have sole discretion to decide whether You are entitled to the Offer provided by this scheme. Persimmon reserves the right to suspend cancel or amend this Offer at any time without notice (Provided always that the terms of an Offer to an individual may not be amended where the availability of the Offer and eligibility for the Offer have been communicated in writing to that individual on or before reservation of a specific Persimmon home, without prejudice though to these terms and conditions). Any suspension, cancellation or amendment will be published on Persimmon's website.