

Terms and Conditions

5% Deposit Paid & Flooring Throughout Offer – North Midlands Region

1. In this Offer “Contract” means the legal contract that You and We will exchange for the sale and purchase of a Persimmon home. The term includes regional equivalents (such as missive in Scotland). It does not include the reservation agreement that You and We enter into. In these terms 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) and in any event does not include any additional sums payable for extras, fixtures and fittings, and enhancements and does not take account of the Offer.
2. This Offer is available between 04.04.26 and 14.04.26 within our North Midlands operating company area, and is subject to customer status and availability. In these terms, “You” refers to the customer(s) and applies if the relevant Persimmon home is being acquired by one or more persons. “Us” and “Our” refer to Persimmon. “The Offer” refers to 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 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) 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 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 21th April 2026 (time being of the essence).
4. The Offer comprises the following financial incentive and the provision and fitting by Us of Range 1 carpets and vinyl flooring (see clause 4.3 below) (available on completion of Your purchase of the Persimmon new home) that:
 - 4.1 A contribution to your deposit equivalent to 5% of the Price, up to a maximum of £18,999 and
 - 4.2 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) and
 - 4.3 flooring will comprise of carpets and vinyl flooring only from the Range 1 in Persimmon’s Finishing Touches range as chosen by You . Should you choose carpets and flooring from any other range then they shall not be included in this offer. The provision of the Upgrades is subject to the availability of such Upgrades with Us being entitled to exchange any of the Upgrades with alternatives that We (acting reasonably) believe are of comparable quality and style).

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:

- using a buy to let mortgage product; or
 - using the First Homes Scheme or other Discount from Market Value scheme; or
 - using any Government Help to Buy or similar scheme; or
 - using any of Persimmon's part exchange or home change schemes; or
 - using any shared ownership or shared equity scheme; or
 - where one or more of the purchasers is a corporate entity, LLP or partnership; or
 - for whatever reason You are or become exempt from any legal obligation to pay SDLT.
5. 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.
6. 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