

Terms and conditions

Featured Home – Plot 125, The Willows, Downham Market

1. This offer is available between 9.00am GMT 28th August 2026 and 5pm GMT 9th October 2026 (both dates inclusive) (“**the Offer Period**”) in relation (only) to Plot 125, The Willows (“**the Plot**”) (a plot being constructed and sold by Persimmon’s (East Midlands regional operating company) subject to customer status and availability. In these terms “**You**” means the customer(s) and applies if the Plot is being acquired by one or more persons. “**Us**” and “**Our**” are references to Persimmon Homes. “**The Offer**” means the offer detailed in paragraph 3 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 Homes home, the person(s) so withdrawing shall not be entitled to the Offer. The **Price** means the list price of the Plot which is £320,000.
2. 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) in respect of the Plot to which this Offer relates no later than 5pm GMT 8th November 2026.
3. The Offer comprises a financial incentive that:
 - 3.1 equates to a financial discount of £15,000 off the Price; and
 - 3.2 will be shown on the completion statement as a “deduction” from the completion balance when you complete your purchase of the Plot (the Offer will not be given or paid to You by any other means)
4. Regardless of the Offer that We say You are entitled to receive on or prior to reservation of the Persimmon Homes home, You will not be eligible to receive and take advantage of the Offer if You purchase the Plot where any one or more of the following apply:
 - 4.1 using a buy to let mortgage product; or
 - 4.2 using the First Homes Scheme or other Discount from Market Value scheme; or
 - 4.3 using any Government Help to Buy or similar scheme; or
 - 4.4 using any of Persimmon Homes part exchange or home change scheme; or
 - 4.5 using any shared ownership or shared equity scheme; or
 - 4.6 where one or more of the purchasers is a corporate entity, LLP or partnership.
5. Persimmon Homes shall have sole discretion to decide whether You are entitled to the Offer provided by this scheme. Persimmon Homes 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 the Plot, without prejudice though to these terms and conditions). Any suspension, cancellation or amendment will be published on Persimmon Homes's website.

6. Notwithstanding Your potential entitlement to receive the Offer, these terms and conditions (and anything else communicated to You by Persimmon Homes) do not give to You any period of exclusivity to purchase a particular plot (including the 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.