

Terms and Conditions

“£25,000 to Cash Discount & Flooring throughout offer

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, “Price” means the list price for the Persimmon home as detailed in the sales office for the relevant development site 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 9am GMT on 14.05.26 and 5pm GMT on 21.05.26 (both dates inclusive) (“the **Offer Period**”) at selected Persimmon developments and plots only within the Persimmon West Wales operating company area, 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 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 confirm in writing, during the Offer Period, whether You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify, You must have entered into a reservation agreement with Us (including the payment of the required reservation fee) for the specific Persimmon home to which Our Offer relates no later than 5pm GMT on 12.06.26 (time being of the essence).
4. The term “Upgrades” means upgrades to the Plot comprising flooring shown as being available in Persimmon’s Finishing Touches brochure (Range 1 only) as at the date of reservation (subject to the availability of such fixtures and fittings with Persimmon Homes being entitled to exchange any such fixtures and fittings with alternatives that Persimmon Homes (acting reasonably) believes are of comparable quality and style). The list price of the selected Upgrades will not exceed £3,829 in aggregate. The Upgrades must be chosen before exchange of contracts in respect of the Plot to qualify for the Offer.
5. The Offer comprises the following incentives (available on completion of Your purchase of the Plot):
 - 5.1 equates to a financial discount of £20,000 from the Price and which will be applied on completion of Your purchase of the Plot and will be reflected on the completion statement as a deduction from the completion balance (this is the document that shows the balance due from You to Us on completion).

The part of the Offer will not be paid or given to You by any other means other than as set out in this Clause 4.1; and.

5.2 The provision of the Upgrades in the home.

6. Regardless of the Offer that We say You are entitled to receive on or prior to reservation of the Plot, You will not be eligible to receive and take advantage of the Offer if You purchase the Plot under any of the following conditions:
 - Using a buy-to-let mortgage product;
 - Using the First Homes Scheme or other Discount from Market Value scheme;
 - Using any Government Help to Buy or similar scheme;
 - Using any Persimmon part exchange or home change scheme;
 - Using any shared ownership or shared equity scheme;
 - Where one or more of the purchasers is a corporate entity, LLP, or partnership;
 - Where You are, for any reason, exempt from any legal obligation to pay Stamp Duty Land Tax.
7. Persimmon shall have sole discretion to decide whether You are entitled to the Offer. 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 the Plot by You, without prejudice to these terms and conditions. Any suspension, cancellation, or amendment will be published on the Persimmon website.
8. 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 (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.
9. If You qualify for the Offer You accept and acknowledge that in certain circumstances the fitting of the Upgrades 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 Upgrades.