

Terms and conditions

Persimmon Essex (Willow's Reach) Cash Discount To spend Your Way Offer - August

1. In this Offer, "Contract" means the legal contract that You and We will exchange for the sale and purchase of a Persimmon home. It does not include the reservation agreement that You and We enter into. In these terms, "Price" means the purchase price for the Persimmon home as will be stated in the transfer deed or lease (or in other 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 into account the Offer.
2. This offer is available between 9am GMT 20th August 2026 and 5pm GMT 30th September 2026 (both dates inclusive) ("the Offer Period") in respect of selected plots at Willow's Reach (a Persimmon Essex estate), 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, 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 You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify for this offer 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 30th October 2026 (time being of the essence).
4. The Offer comprises a financial incentive that:
 - 4.1 Is a £25,000 financial incentive which you can spend your way; and
 - 4.2 will be shown on the completion statement as a "deduction" from the completion balance when you complete your purchase of the new Persimmon home (the Offer will not be given or paid to You by any other means)
 - 4.3 "spend your way" means:
 - a discount from purchase price OR
 - a contribution towards stamp duty costs OR

- a contribution to a deposit OR
- a contribution to spend on Persimmon Finishing Touches

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.

6. 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 a specific Persimmon home, without prejudice 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