# Lenders introduce innovative buy-to-let products to ease affordability pressures



Three prominent lenders have recently introduced new and improved buy-to-let (BTL) mortgage products, aiming to alleviate affordability pressures for landlords and offer brokers enhanced solutions in a challenging market.

Landbay has expanded its Premier range with two new like-for-like remortgage options tailored to help landlords manage costs while maintaining flexibility. The two-year fixed-rate remortgage is competitively priced at 4.49%, up to 75% loan-to-value (LTV), with a 2% fee. Additionally, there is a product transfer version exclusively for existing borrowers approaching reversion, set at 4.54% with the same fee and LTV. These products cater for loan sizes from £30,000 up to £2 million, accommodating a wide array of portfolio sizes. Stress testing for affordability is conducted at either the pay rate or 4.50%, whichever is higher. According to Rob Stanton, Landbay’s sales and distribution director, these offerings provide landlords essential breathing room when remortgaging and equip brokers with more effective tools amid ongoing market challenges. This Premier range is designed for landlords with up to 15 properties held in limited company special purpose vehicles (SPVs), combining competitive rates with flexible lending criteria.

Foundation Home Loans has also enacted rate reductions, particularly across its holiday let products which have proven resilient despite wider economic pressures. The lender has cut rates by 0.10% on both its two- and five-year fixed-rate core holiday let options, now starting from 6.24% at 75% LTV for a five-year fix and 6.54% for a two-year fix. The limited-edition five-year holiday let product has similarly dropped to 5.99%, now featuring a flat fee of £7,995 rather than a 2.5% fee, and is targeted at higher-value loans with a minimum of £250,000. The lender’s director of product, Tom Jacobs, highlighted that strong demand from domestic and international visitors continues to support occupancy rates and yields in the holiday let market. Furthermore, Foundation Home Loans incorporates verified holiday rental income into their affordability assessments, providing landlords with a strategic advantage in this niche sector. Beyond holiday lets, Foundation has recently introduced cuts to its five-year buy-to-let products for both limited company and individual landlords, with rates reduced on popular products up to 75% LTV, thereby benefiting landlords seeking to remortgage or expand portfolios.

HSBC has introduced a notable two-year fixed rate product aimed at second-time buy-to-let purchasers, priced at 4.34% up to 60% LTV. This product is particularly attractive as it carries no product fee, includes a free valuation, and offers flexible overpayment options. Moneyfactscompare.co.uk awarded this deal an 'Excellent' rating, a testament to its competitive positioning in the current market. Adam French, head of news at Moneyfactscompare.co.uk, commented on HSBC's broad range adjustments this week, noting the flexibility and cost savings available to landlords on this offering.

These developments from Landbay, Foundation Home Loans, and HSBC emerge at a time when the buy-to-let market faces affordability challenges and increasing operational pressures. The new products and rate adjustments aim to provide landlords with greater certainty and improved cost management options, while also supporting brokers with more diversified mortgage tools. Such initiatives are essential in sustaining momentum in the buy-to-let sector, particularly as landlords navigate fluctuating interest rates and regulatory environments.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/), [[3]](https://www.business-money.com/announcements/landbay-expands-premier-range-with-new-like-for-like-products/), [[7]](https://www.mortgagefinancegazette.com/lending-news/landbay-lowers-rates-across-btl-range-23-07-2024/)
* Paragraph 2 – [[1]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/), [[4]](https://www.financialreporter.co.uk/foundation-home-loans-lowers-holiday-let-rates-for-specialist-landlords.html), [[5]](https://www.propertywire.com/news/foundation-home-loans-cuts-5-year-btl-fixes/), [[2]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/)
* Paragraph 3 – [[1]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/), [[2]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/)
* Paragraph 4 – [[1]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/), [[2]](https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/)

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## Bibliography

1. <https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/> - Please view link - unable to able to access data
2. <https://www.property118.com/lenders-boost-btl-market-with-new-landlord-deals/> - This article discusses recent developments in the buy-to-let (BTL) market, highlighting new and improved products introduced by leading lenders to support landlords. Landbay has expanded its Premier range with two new like-for-like remortgage products, offering a two-year fixed-rate remortgage at 4.49% up to 75% loan-to-value (LTV) with a 2% fee, and a product transfer version at 4.54% for existing borrowers. Both options cater to loan sizes from £30,000 to £2 million. Foundation Home Loans has reduced rates across its core and limited-edition holiday let products by 0.10%, with pricing now starting from 6.24% up to 75% LTV for a five-year fix and 6.54% for a two-year fix. The limited-edition five-year product has also dropped to 5.99%, featuring a flat £7,995 fee instead of 2.5%, targeting higher-value loans starting at £250,000. HSBC has introduced a two-year fixed rate at 4.34% for second-time buyers up to 60% LTV, with no product fee, a free valuation, and flexible overpayment options, earning an 'Excellent' rating from Moneyfactscompare.co.uk.
3. <https://www.business-money.com/announcements/landbay-expands-premier-range-with-new-like-for-like-products/> - Landbay has launched two new Premier like-for-like remortgage products to assist landlords in managing costs while maintaining flexibility. The two-year fixed-rate remortgage is priced at 4.49% up to 75% loan-to-value (LTV) with a 2% fee. The product transfer version, available exclusively to existing borrowers approaching reversion, is set at 4.54% with the same fee and LTV. Both options have a loan range from £30,000 to £2 million, catering to a wide spectrum of portfolio sizes. Stress testing is set at either the pay rate or 4.50%, whichever is higher, aligning with Landbay's affordability assessments.
4. <https://www.financialreporter.co.uk/foundation-home-loans-lowers-holiday-let-rates-for-specialist-landlords.html> - Foundation Home Loans has reduced rates across its core and limited edition holiday let product ranges. The lender has cut its two- and five-year fixed rate core holiday let products by 0.10%, effective immediately. Pricing now starts from 6.24% up to 75% loan-to-value (LTV) for a five-year fix and 6.54% up to 75% LTV for a two-year fix. Foundation Home Loans' limited edition five-year fixed rate holiday let product has also been reduced by 0.10%, now starting from 5.99% up to 75% LTV. The product also features a revised fee structure, moving from 2.5% to a flat fee of £7,995, with a minimum loan size of £250,000. These changes are intended to appeal to brokers supporting landlords in higher-value markets, where larger loan amounts are more typical.
5. <https://www.propertywire.com/news/foundation-home-loans-cuts-5-year-btl-fixes/> - Foundation Home Loans has enhanced three of its five-year buy-to-let products available to both limited company and individual landlord borrowers. In its F1 buy-to-let product range, intended for landlord borrowers with an almost clean credit history, it has cut its five-year rates on its 65% loan-to-value (LTV) product to 3.24% from 3.39%, and its 75% LTV product to 3.49% from 3.59%. Both products come with a 2% fee. Foundation has also cut the rate of its large loan, five-year 65% LTV buy-to-let product to 3.14% from 3.29%; this comes with a minimum loan size of £500,000, and a maximum of £2 million. Foundation claims the three products benefiting from the rate enhancements were some of the most popular in its entire buy-to-let range and would benefit those landlords looking to either remortgage or add to portfolios in order to take advantage of the stamp duty holiday.
6. <https://landbay.co.uk/landbay-launches-btl-limited-edition-remortgage-range/> - Specialist buy-to-let lender Landbay has launched a brand new suite of five-year fixed rate remortgage products for loans between £250,000 and £500,000. As November is traditionally a busy remortgage month, Landbay has released five Limited Edition products to coincide with expected demand. Loan-to-values (LTVs) are either 65% or 75% with a free valuation option on the standard remortgage products. In addition, the new range caters for Houses in Multiple Occupation (HMO) and Multi-Unit Freehold Blocks (MUFB) of up to six bedrooms or units. This new range has lower rates than Landbay's core products of between 15 and 25 basis points (bps). It will sit alongside the core range, which is for loans starting from £30,000 up to £1.5 million.
7. <https://www.mortgagefinancegazette.com/lending-news/landbay-lowers-rates-across-btl-range-23-07-2024/> - Landbay has confirmed a raft of rate reductions across its buy-to-let product range, with rates falling by as much as 0.25%. The lender has reduced its five-year standard products, along with its two-year standard and two-year like-for-like remortgage products by up to 0.25%. Meanwhile, its two-year small HMO/MUFB products have seen a reduction of 0.10%. This means its standard two-year fixed products now start from 4.04%, while the standard five-year fixed range begins at 4.69%. Both are available with a loan-to-value (LTV) of up to 75%. Landbay's products are available using its variable fee structure for increased affordability. All products are available for intermediaries to view and compare using its buy-to-let affordability calculator.