

Price cap for the rent-to-own market

Product prices benchmarked against other retailers



From 1 April 2019
for new products and price changes


From 1 July 2019
for all products


A total
credit cap of
100% 

of the price of the product

eg £200 maximum payable on a £100 product

Restrictions on other charges

Insurance
premiums 

Arrears
charges 

Warranty
charges 