



**Ethical Agent  
Network**



# **An Ethical Approach to Estate Agency**

[www.ethicalagentnetwork.co.uk](http://www.ethicalagentnetwork.co.uk)



The Ethical Agent Network (EAN) aims to redefine how estate and letting agents are perceived.

**Ethical** / *(adj.)*

Doing the right things

**Estate Agent** / *(noun)*

Someone who always has their clients' and community's best interests at heart

**Network** / *(noun)*

A group of like-minded professionals striving to make a positive difference

## Contents

- Pg 3 **Welcome**
- Pg 4 **Why choosing an ethical estate agency matters**
- Pg 5 **It's not for everyone**
- Pg 6 **Find out more about the Ethical Agent Network**
- Pg 7 **Members' Promise**
- Pg 8 **The EAN's values**



# Ethical Agent Network



**Jerry Lyons**  
Founder

Hello,

My name is Jerry Lyons, and I'm the Ethical Agent Network (EAN) founder.

You've been given this brochure by an agency that has been approved to join our network.

In our experience and opinion, this means you can trust them - they're one of the good guys.

They've met the high standards we insist upon and have successfully passed our membership tests.

Our criteria for members include:

**Clients** - We only accept agencies with exceptional reviews, testimonials and track records of excellent service.

**Community** - Our members regularly support the communities they serve in many ways.

**Care** - A cornerstone of our network's membership is outstanding customer care, having sustainable practices for the planet and putting people before profits.

Only one agency per area is accepted into our network, which makes the EAN's stamp of approval one to look out for.

Over the following pages, we'll share what makes the agency you're considering one you can trust to do the right thing for you, your move and your community.

Thanks for reading, and good luck with any future moves you make.

*Jerry*



# Why choosing an ethical estate agency matters

When selecting an estate agency, one of the most crucial decisions you'll make is choosing an ethical one.



Opting for an estate agency that's proved its ethical approach can make a world of difference to your experience.

Integrity lies at the core of ethical estate agencies.

These agencies prioritise honesty, transparency and fairness in all their dealings.

By selecting an agency with a track record of integrity, you can trust they will have your best interests at heart, ensuring a smooth and reliable property transaction process.

Openness is another key theme embraced by ethical estate agencies. They believe in honest and open communication, keeping you well-informed at every step of the journey and offering easy-to-understand pricing structures. These agencies are transparent in their approach, so you're never left second-guessing.

Community values also play a significant role in the ethos of ethical estate agencies. They understand the importance of giving back to the communities they serve. Whether it's through supporting local charities, sponsoring community events or actively engaging with residents, ethical agencies demonstrate their commitment to the areas they serve.

Exceptional levels of service are the hallmark of ethical estate agencies.

They go above and beyond to meet your needs with professionalism, expertise and personalised attention. From a knowledgeable team that understands your area's market to efficient processes that make your life easier, ethical agencies strive to provide an exceptional experience throughout your property journey.



Choosing an ethical estate agency means you can have peace of mind knowing your property transactions are being handled ethically, professionally and ultimately, with your best interests in mind.



**Michelle Gallagher of JDG Estate Agents**  
Named the UK's Top Sales and Lettings Agency at the Best Estate Agent Guide Awards 2021 and 2022

# It's not for everyone

Membership of the Ethical Agent Network (EAN) isn't for everyone – in fact, only one agent per area can join (that's if they meet our strict criteria).



## The agency that gave you this guide has passed our selection process.

### What hurdles did they have to clear?

#### A significant and positive online presence

They must have received at least 50 Google Reviews, with an overall score of more than 4.5 out of a possible 5. This criterion ensures a public and quantifiable affirmation of their service quality.

#### A rigorous interview process

During this stage, we assess the agency's review history and customer feedback, which gives us an insight into their interactions and customer satisfaction levels.

#### A careful compatibility check

We consider if the agency's business ethos aligns with the EAN's. This mutual fit is crucial to maintain the cohesiveness of our network.

#### A thorough consultation with our Advisory Team

Composed of some of the best ethical estate agents in the UK. Their insights and opinions significantly influence the decision on new applications.

#### A careful analysis of the agency's core values, particularly their engagement with the community

We request specific examples of their contributions and involvement.

#### A binding commitment to our guiding principles

Members must sign up to a code of ethics called the Members' Promise (detailed on page 7 of this guide).

#### A substantial investment in their team's learning and development

This commitment ensures continuous improvement and adaptability – which is crucial for maintaining excellence in the rapidly evolving property industry.



All members have passed our Ethical Agency Test.

## Find out more about the network

Here are some frequently asked questions we receive about the network.



**Q: What is the Ethical Agent Network (EAN)?**

A: The EAN is a network of non-competing, independent estate agencies across the UK who believe in doing the right things for their clients, colleagues, communities and the planet.

**Q: What type of agents are EAN members?**

A: We attract independent agencies with one to three offices who seek to be the agents of choice in a defined area - this means that there's only one approved EAN member per area.

**Q: What criteria do you use to approve members?**

A: We analyse Google Reviews to ensure high standards are set. We interview each applicant to see that their values fit with the network. We also look at how involved with the community they are and their sustainability efforts. Every application is reviewed by our Advisory Team. The 'A-Team' features some of the UK's best and most ethical agents.

**Q: What does the EAN mean to me as a prospective client? Why should I care?**

A: As we said, the Ethical Agent Network isn't for everyone. Only the best, most ethical agents receive our approval, giving you an added layer of peace of mind that you're in the hands of trustworthy experts.

**Q: Why was the Ethical Agent Network created?**

A: We believed that the best estate agents were also the most ethical, and we formed the network to bring them together to make a positive difference in the lives of their clients, colleagues and community.

By choosing an Ethical Agent Network member, you're employing a local business that supports your local community and always aims to do the right things.



# Here are the promises EAN members sign up to



We promise to always act in our clients' best interests



We promise to always tell the truth – simple



We promise to do the right thing, even if it costs us time, money or both



We promise never to criticise our rival agents as it undermines our profession



We promise to respect the members' area exclusivity rule



We promise to share ideas, tips, issues and advice with fellow members to improve estate agency standards across the UK



We promise to support our local community whenever and wherever we possibly can



We promise to strive towards being a carbon-neutral business by December 2024 (if we're not already one)



We promise to respect and invest in our team's learning and development so that they can provide exceptional levels of service





## Our combined values

The values members of the Ethical Agent Network share.



### Community

We love and support the communities we serve



### Integrity

We always act in our clients' best interests



### Openness

We're totally transparent and upfront about what we do



### Service

We take enormous pride in looking after our clients

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