



**Ethical Agent
Network**



An Ethical Approach to Estate Agency

www.ethicalagentnetwork.co.uk



Ethical Agent Network



Jerry Lyons
Founder

Hello,

I'm Jerry Lyons, founder of the Ethical Agent Network (EAN).

The agency which gave you this brochure has been approved to join our network. That means they've passed rigorous checks to earn EAN membership.

To qualify, members must:

- ✓ **Have outstanding reviews and proven client care**
- ✓ **Show genuine commitment to their community**
- ✓ **Adhere to a set of ethical 'promises' (see Page 6)**

Only one agency per area is accepted, so the EAN stamp of approval is rare – and worth looking out for.

You can trust this agency to do the right thing for you, your move and your community.

Good luck with your move, and thanks for reading.

Jerry

Contents

- P3 Why choosing an ethical agency matters
- P4 Why this agency is EAN approved
- P5 Find out more about the network
- P6 The EAN members' promise
- P7 Your ethical agent checklist
- P8 Our shared values

Why choosing an ethical estate agent matters

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

EAN Approved –
Location Location

The estate agent you choose can make or break your move. Get it wrong and you risk wasting months, losing money, and a lot of stress.

Get it right and you'll have a trusted partner who makes the process smoother and less stressful.

Ethical agents put your interests first. They give honest, evidence-based valuations instead of inflated promises. Their contracts are fair and flexible, so you're never locked in if you're unhappy.

Communication is clear and consistent – you'll always know what's happening, with no hidden surprises.

And because they believe in openness, their fees and terms are explained simply from the outset.

Beyond the transaction, ethical agents invest in the communities they serve and treat clients as people, not numbers. That means a level of care and attention you won't find everywhere.

Choosing an ethical estate agent gives you peace of mind that your move will be handled with integrity, professionalism, and genuine care.

Look out for the Ethical Agent Network seal of approval – it's your guarantee you're in safe hands.

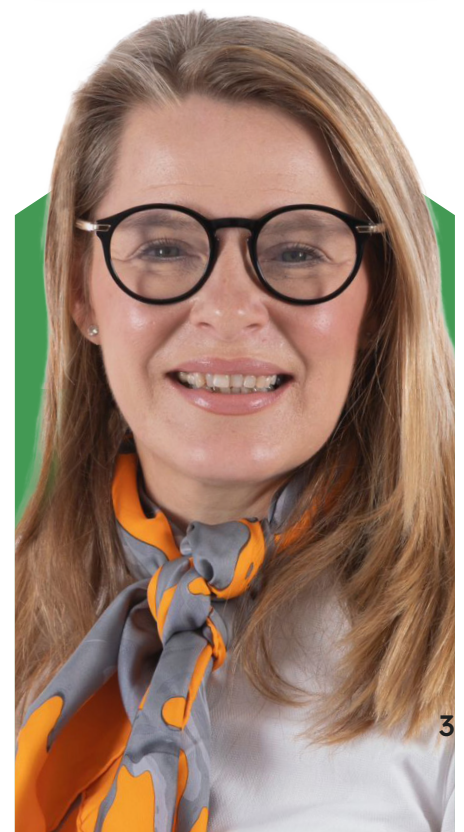


Choosing an ethical estate agency means you can have peace of mind knowing your property transactions are being handled ethically, professionally and ultimately, with your best interests in mind.



Right: Michelle Gallagher
of JDG Estate Agents
Best Estate Agent Guide national
agency award winner 2021 AND 2022

www.ethicalagentnetwork.co.uk



Why this agency is EAN approved

Not every estate agent can join the Ethical Agent Network (EAN). Membership is earned, not bought, and only one agency per area is approved.



The agency that shared this guide with you has passed a strict selection process designed to prove they do things the right way.

To qualify, they had to:

- ✔ **Prove their reputation**
With 50+ Google Reviews (minimum 4.5 ★ rating).
- ✔ **Demonstrate community commitment**
With real examples of giving back locally.
- ✔ **Pass a rigorous interview**
Exploring their track record, client feedback, and service standards.
- ✔ **Commit to the EAN Promise**
A binding code of ethics that puts people before profit.
- ✔ **Invest in training and development**
To keep raising standards for clients.
- ✔ **Win approval from our Advisory Team**
Who are some of the UK's most respected ethical agents.

This process ensures that EAN members don't just talk about ethics — they live them every day.

When you see the EAN seal of approval, you know the agent in front of you has earned their place through honesty, service, and integrity.



All members have passed our Ethical Agency Test.

EAN Approved - CWB Properties

Find out more about the network

Here are some of the questions we're most often asked:



EAN Approved - Village Properties

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

A: A UK-wide group of non-competing, independent estate agencies who believe in doing the right things for clients, colleagues, communities and the planet.

Q: What type of agents are members?

A: Typically, ethically minded, independent agencies with one to three offices that want to be the leading agent in their area. Only one agency per location can join.

Q: What criteria do you use to approve members?

A: We review Google Ratings, interview applicants, and check community involvement and sustainability efforts. Applications are then assessed by our Advisory Team, which includes some of the UK's most respected ethical agents.

Q: What does this mean for me as a client?

A: Only the most ethical agents earn approval, giving you peace of mind that you're in the hands of trustworthy professionals.

Q: Why was the network created?

A: Because the best agents are also the most ethical. The EAN brings them together to raise standards and make a positive difference.



By choosing an EAN member, you're supporting a local business that supports your community – and always aims to do the right thing.

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



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 possible



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



7 ways to spot an ethical estate agent

Use this quick checklist when choosing your estate agent. If they tick all seven, you're most likely in safe hands.



-  **1. They don't overvalue to win business**
Honest, evidence-based valuations – not inflated promises.
-  **2. They don't tie you into long contracts**
Fair, flexible terms that respect your choice.
-  **3. They never use conditional selling tactics**
No pressure to use “in-house” services – such as mortgage providers, solicitors etc.
-  **4. They tell the truth, even when it's difficult**
Straight-talking advice that protects your interests.
-  **5. They communicate clearly and consistently**
Regular updates so you're never left in the dark.
-  **6. They put people before profit**
Clients are cared for, not treated as merely financial transactions.
-  **7. They have a proven reputation**
50+ Google reviews with an average rating of 4.5 ★ or higher.



EAN Approved –
Sue at Swindon
Homefinders



Ethical Agent Network

Our shared values



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

www.ethicalagentnetwork.co.uk

