

HOUSE

House Brand Purpose

The most impactful businesses have a clear role in the world. A North Star that guides them. A purpose.

This document aims to outline House's purpose, and how that might influence everything it does.

REASON TO BELIEVE

Because of the
support network
we provide.

Being a top-performer can
feel like a lonely pursuit.

But no one achieves their
full potential alone.

We've created a team of the best
people in the business. That's why
we call our agents 'members'.

FUNCTIONAL PROMISE

We take away
everything holding
your potential back.

Inflexible schedules.

Layers of bureaucracy.

Lack of resources.

Lack of training.

Toxic politics.

Name a barrier, we take it out.
So you can focus on what
actually matters.

EMOTIONAL PROMISE

So you have
everything you
need to unleash it.

We know our agents are
already stars. We want to
give them the space to shine.

To do what they do best.

To do what they love.

To achieve their potential.

The world doesn't see
our industry's potential.
That's a problem we
need to solve.

At their best, real estate agents
are superstars. But the world
sees our industry at its worst.

They see an industry being held
back by bureaucracy, inconsistency
and lack of transparency.

Agents without agency.
Who cannot shine.

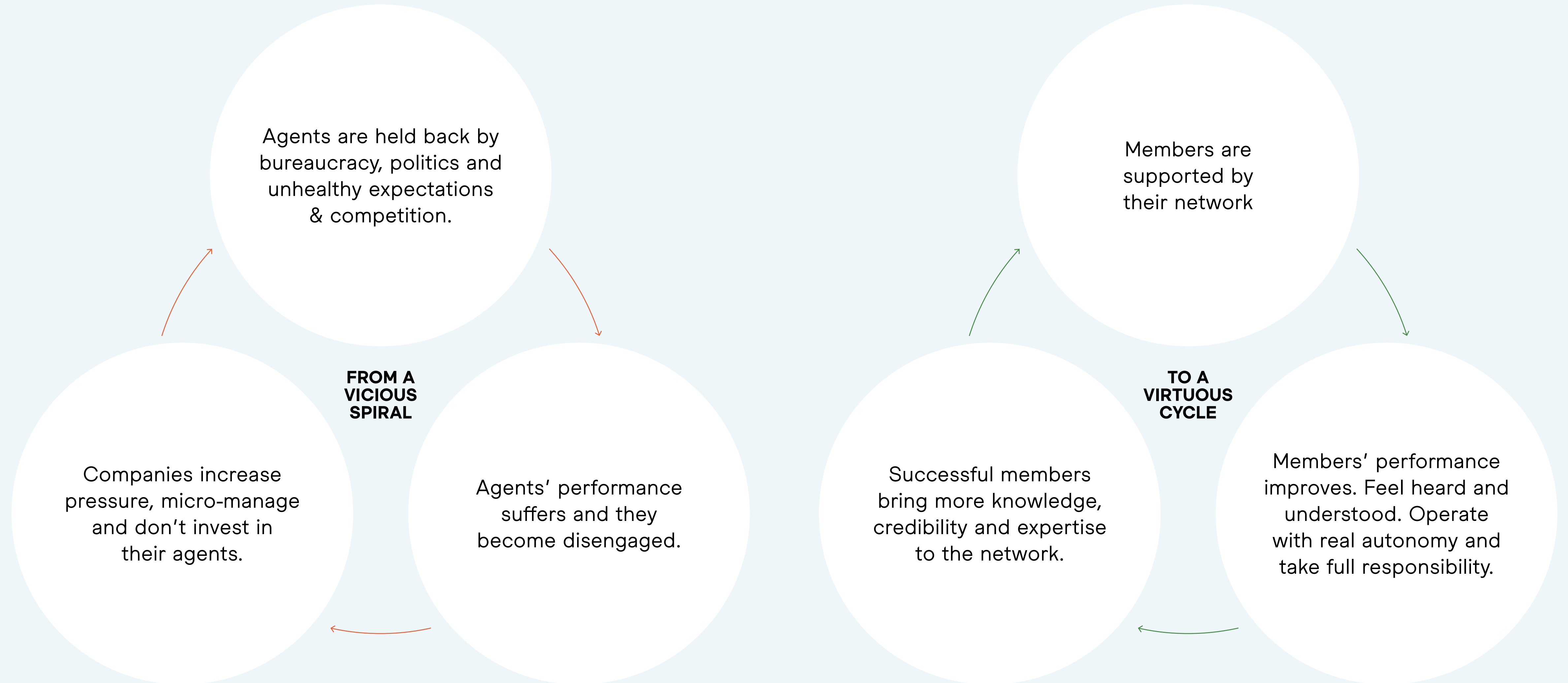
We see estate agency as it could be, not as it is. Our people and our industry at its full potential.

What does this world look like?

Our members are proud – not embarrassed – to work in estate agency.

Our members are taken seriously and seen for the talent we are.

We're trusted like doctors, not hated like politicians.



Our Mission

We work with the best people in the business.
And we invest in them to make them even better.

We see potential. Then enhance it.

This is a house. But it's no ordinary one.

It's built on an industry that's been held back for too long.
And its doors are open to those who see what it could be.

A network of members who build each other up like mortar.
A foundation of resources to keep building your skills.

The freedom to be the architect of your own
success. And the support of knowing someone's
got your back every step of the way.

You see, behind every wall and door, this house is
bursting with potential. This is a home for the best.
And a platform for them to get even better.

Because brick by brick, and property by property.
We're building an industry at its full potential.

House.
Building on Potential.

House Rules

These codes are a guideline for how we operate as a business, and how all our members should operate as well.

They may evolve over time, but their core sentiment remains – a model to how the estate agency industry could (and should) act.

001

Quality over quantity

Full potential isn't about maximising metrics. It's about making each deal the best it can be.

We will never judge people on the total number of properties sold.

We will never pressure our members to maximise output at all costs.

002

Collaboration over competition

Top potential members know their biggest competition is themselves. We never let competition get in the way of our customers.

We will never compete to the detriment of our consumers.

We will always share knowledge and expertise, so we can learn from each other.

003

Listening over talking

We can't be open to our full potential if our ears are shut. So we make listening a core part of what we do.

We don't hire people who aren't willing to learn.

We will always listen to our customers' concerns above all.

We will always listen to what our members need to succeed.

004

Relationships, not transctions

This is an industry about people, not just numbers. So we prioritise building relationships.

We will make all our deals face to face. The person you sign with is the person you deal with.

We will always base bonuses on satisfaction and aftercare.

005

Above board, not underhand

The world can't see our potential if they can't trust us. So we do everything the right way.

We will aim to be B-Corp certified.

We will never tolerate cheating or withholding information.

House Traits

These traits exemplify an estate agent at their best: one who's truly built up their potential.

They are traits that we hold our members
– and ourselves – accountable to.

001

Dynamic yet steadfast

We adapt and evolve to the changing times. We move fast towards our goals.

But we hold on firmly to our integrity, no matter how winds change.

002

Ambitious yet genuine

We aim to be the best of the best.
We never stop moving to get there.

But we never lose our humanity
and heart along the way.

003

Confident yet humble

We're secure in our skills and abilities – but we're always open to building on them.

After all, proving yourself should never get in the way of improving yourself.

POSITIONING

Because of the support network we provide, we take away anything holding you back, so you have everything you need to unleash your potential.

BELIEF

The world doesn't see our industry's potential. That's a problem we need to solve.

VISION & MISSION

We see estate agency as it could be, not as it is. Our people and our industry at its full potential.

We work with the best people in the business. And we invest in them to make them even better.

VALUES / CODES

Quality over quantity.
Collaboration not competition.
Listening over talking.
Relationships not transactions.
Above board, not underhand.

PERSONALITY

Dynamic yet steadfast. Ambitious yet genuine. Confident yet humble.