

Sherry  
FitzGerald



Sherry FitzGerald  
**Sustainability  
Action**

# Our Commitment



**At Sherry FitzGerald we are committed to conducting our business in a socially responsible and environmentally sustainable manner.**

We recognise the importance of Environmental, Social, and Governance (ESG) principles in shaping a better future for our business, our communities, and the planet. Sherry FitzGerald Group, including Simon Brien in Northern Ireland, is a well-established trusted brand. We believe we can use our expertise, reach and influence to contribute to a more sustainable and equitable future for generations to come.

We have developed a Sustainability Framework to guide our future decisions and actions. Our initiatives align with the UN Sustainable Development Goals, and we are prepared to measure our progress and continuously innovate and improve. This is our first step in the right direction.

# Our Ambition



Having conducted a materiality assessment with a diverse group of internal and external stakeholders, we have identified the areas where we can create the most significant impact.

The output of our **materiality assessment** identified where we can have the greatest impact on our business and where we believe we can make the most difference. Our vision is supported by **3 strategic pillars** that have formed the basis of our sustainability strategy which aligns with specific **UN Sustainability Development Goals** as follows:

People & Community	Ethics & Culture	Climate & Energy
Our People	Governance & Policies	Climate Action
<ul style="list-style-type: none"><li>Employee health &amp; wellbeing</li><li>Employee training &amp; development</li><li>Diverse &amp; inclusive</li><li>Culture &amp; values</li></ul>	<ul style="list-style-type: none"><li>Data protection &amp; cyber security</li><li>Supplier management</li><li>ESG governance &amp; reporting</li></ul>	<ul style="list-style-type: none"><li>Decarbonisation planning</li><li>Internal energy actions</li><li>Supplier &amp; franchise engagement on carbon &amp; climate</li></ul>
Our Communities	Trust & Transparency	Climate Leadership
<ul style="list-style-type: none"><li>Community impact</li><li>Social value (placemaking)</li><li>Client engagement</li></ul>	<ul style="list-style-type: none"><li>Transparency in property transactions</li><li>Ethical Business Conduct</li><li>Sustainable innovation</li><li>Access &amp; affordability</li></ul>	<ul style="list-style-type: none"><li>Reach &amp; Influence</li><li>Climate collaboration</li></ul>

# Sustainability Framework



Our **3 strategic pillars**:

People & Community	Ethics & Culture	Climate & Energy
Our ambition is centred on empowering our people and communities. We are dedicated to fostering an inclusive, diverse, and supportive workplace while actively contributing to the betterment of the communities everywhere in Ireland.	We recognise our pivotal role in shaping critical moments in people's lives. An ethos of always doing the right thing is culturally ingrained in every person working in our business. We will continue to put ethical behaviour at the heart of everything we do.	We are committed to the global effort to safeguard the environment for future generations by making sustainability a core part of our business strategy. As Ireland's largest estate agent, we want to inspire positive climate change in our people, our customers and our clients.

We will achieve our ambition through our **6 focus areas**:

Our People	Governance & Policies	Climate Action
We are dedicated to fostering a culture that values the well-being of our employees, supports diversity and inclusion, and ensures the safety and development of all individuals. We take pride in creating a culture of collaboration and development that fosters a sense of pride in where you work.	We recognise that effective governance and well-defined policies are the cornerstones of a successful and ethical business. We strive for excellence based on the principles of transparency, accountability, ethical conduct and integrity.	We want to lead by example and play our part by reducing our carbon emissions and transitioning to a more sustainable operating business.
Our Communities	Trust & Transparency	Climate Leadership
We are committed to actively engaging with local communities, striving to understand their needs, and proactively supporting initiatives that create a positive social impact.	Our aim is to make property more accessible for all and raise industry standards. By fostering trust and sustainability in the property market, we are helping to build a better Ireland.	We will use our strong market position and national reach to make an impactful change. This will underpin our actions to help influence positive climate change.

Our actions will be underpinned by our **values**:

Collaboration	Integrity	Growth
Our strategic pillars have formed the basis of our sustainability strategy which aligns with specific <b>UN Sustainability Development Goals</b> : <a href="http://www.unfoundation.org/what-we-do/issues/sustainable-development-goals">www.unfoundation.org/what-we-do/issues/sustainable-development-goals</a>		



# Our People



## Recent Achievements



### Employee Voice

To strengthen employee engagement and retention, we conducted 51 stay interviews, providing valuable insights into what drives connection and commitment at Sherry FitzGerald. Key themes that emerged include a strong sense of collaboration—89% of staff feel their teams work well together and offer mutual support—and a culture of appreciation, with 85% feeling adequately recognised by their peers. These insights guide our efforts to foster a more inclusive, sustainable workplace.



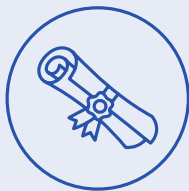
### Culture & Values

With input from all teams, we refreshed and integrated a new set of company values in 2024 – Collaboration, Integrity & Growth.

### Investing in Leadership

In 2024, 65 employees completed leadership training, building a culture of accountability, empowerment, and sustainable growth.

# Our People



## Future Commitments



### Wellbeing for Every Stage

In 2025, we will introduce a new Menopause policy to recognise the impact of menopause and actively support all employees who are affected.

### Supporting Career Growth

We're developing a new career progression framework to clearly outline the skills, knowledge, and capabilities needed for growth—empowering our teams to plan their development and prepare for future opportunities.





# Our Communities



## Recent Achievements



### Give a Day

Over 100 employees participated in Give A Day Volunteering in 2024.



### Listening to our Customers

3,800+ customer satisfaction surveys completed in 2024 with feedback into our training programmes to help improve the service we deliver.

### Building Brighter Futures

An Cosán was established with the belief that education could be instrumental in bringing about a transformation in society, including tackling poverty.

Sherry FitzGerald supported this initiative through sponsorship of 3 students to complete 3rd level education. We have also taken on 13 property industry apprentices and placed 5 interns.



# Our Communities



## Future Commitments



SimonBrien

### Raising Standards

We will continue to work in partnership with our franchise network and our colleagues in Simon Brien in Northern Ireland to ensure consistent service levels across our network.

In 2025, we will do this by benchmarking eNPS scores and customer NPS scores. We will introduce more timely check ins to ensure we catch feedback on our service throughout our customer's journey.

### Darkness into Light

Sherry FitzGerald supported Pieta House by using our national network to help facilitate t-shirt collection for the annual Darkness into Light walk in May 2025. We will continue to partner with different charitable organisations across the country to support our communities where we can.





# Governance & Policies



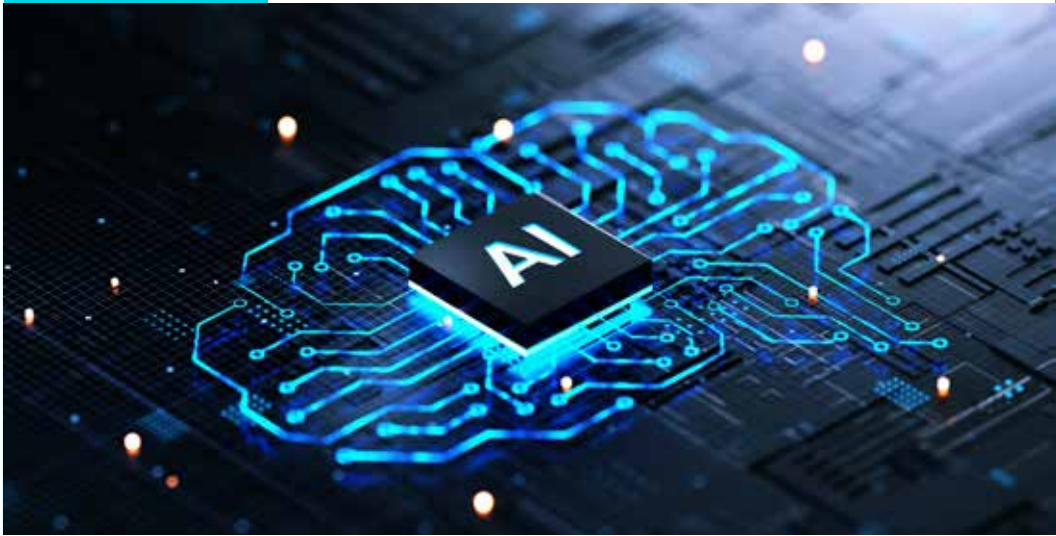
## Recent Achievements



**Cybersecurity**  
We take cyber security seriously, with Cyber Essentials Plus certification and CyberSmart monitoring in place to protect all devices, including mobile.

**Protecting What Matters**  
Our skilled Compliance and IT teams provide continuous oversight and expert guidance on best practices. We also conduct annual mandatory training for all employees on Data Protection, Anti-Money Laundering and Cyber Security to safeguard the interests of our clients, customers, and employees.

**Responsible Innovation**  
We have developed a forward-thinking AI policy to stay ahead of technological advancements, ensuring ethical use, transparency, and alignment with our sustainability goals as we embrace the future of innovation.



# Governance & Policies



## Future Commitments



**Smart and Secure**  
We will continue to explore AI and automation to strengthen our regulatory controls and enhance customer protection. This includes introducing a self-service element to our client technologies, enabling ID verification, document uploads and secure payments.

**Sustainable Focus**  
We will create sustainable procurement policies and establish a supplier code of conduct.



**Financial Guidance**  
To ensure that we provide the most holistic support to our customers, we offer them a full financial review before and after they have drawn down their mortgage.



See the Whole Story





# Trust & Transparency



## Recent Achievements



**Transparency At Every Step**  
Expanded and enhanced our mySherryFitz platform to now include Residential, Mortgage, and Commercial services—delivering full transparency across the buying, selling, and mortgage journey.



**Brand Integrity**  
Extensive and well-established ethical conduct policies support a culture of integrity. Of almost 3,000 customers surveyed in 2024, 95% agreed that Sherry FitzGerald was a brand they could trust.

**Informed Financial Decisions**  
After focusing on upskilling our team on green mortgages and financial products, we began tracking their uptake among customers. We found that 26% of mortgages issued and 37% of offer letters were for green rate/eco-saver products. With clearer insights into customer preferences, we can now better support them in making fully informed, sustainable financial decisions.

Real time updates on bidding.  
Overseen by the experts.  
Easy 24 hour access.

**my Sherry Fitz**  
**See the Whole Story**  
Dedicated 24/7 platform for buyers and sellers

**Sherry FitzGerald**

# Trust & Transparency



## Future Commitments



**Customer First**  
We will undertake a user experience (UX) audit of our customer journey across our digital platforms to help make it easier for our customers to access our services.

**Innovation with Purpose**  
We are committed to developing meaningful technologies to support our sustainability goals. As part of this, we will implement operational enhancements—such as integrating mileage tracking into our CRM—to improve how we measure and manage our carbon footprint.



**Changing Needs**  
We will continue to expand our research into how energy efficiency influences the property market, enabling us to better understand our customers' needs and support more informed, sustainable choices.



# Climate Action



## Recent Achievements



### Green Team

We established a Green Team for staff to help raise awareness of environmental challenges and prompt changes in behaviours. Initiatives included Meat Free Mondays and an education series on recycling and reduced consumption.

### Renewable Energy

All electricity purchased by Sherry FitzGerald is 100% renewable.

### Sustainable Innovation

We've invested in technology to help support our sustainability goals including tracking of fuel consumption through Driversnote and FlowForma.

## Future Commitments



### Reducing Consumption

In efforts to reduce our consumption and carbon footprint, we've introduced several measures like PIR lighting systems and AC/HRU systems.

### Cloud Migration

We plan to migrate all workloads to the clout, significantly reducing our on-premises carbon footprint.

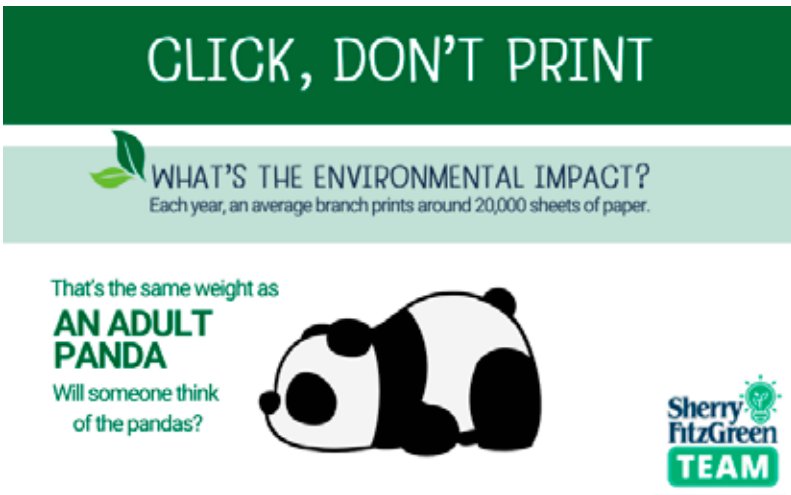
### AC@21Degree

We ran an internal campaign trialling different systems to optimise energy efficiency across our branch network.

# Climate Leadership



## Recent Achievements



### Webinars

We offer a webinar series leveraging our national customer database, covering financial wellbeing, buyer guides, and grants for purchasing and retrofitting.

### Reach & Influence

As active members of key property and sustainability councils, we lobby for climate change solutions in the property industry.

### Energy Efficiency

Partnered with renewable energy specialists to retrofit one of our landmark premises using innovative solutions.

## Future Commitments

### Green Shoots

We analyse consumer insight to track how energy efficiency shapes buying behaviour and property values, sharing findings in quarterly reports.

### Sustainable Choices

Upgrading digital platforms with climate-aligned services through trusted partnerships, making eco-friendly options more accessible.

### Climate Expertise

Investing in specialised training via the Sherry Fitz Academy to equip teams with knowledge on climate-related property trends.





