



DOING PROPERTY A WORLD OF GOOD

# Starting a business in property with iad **the key to success**

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becoming your own boss has never been so simple!



A man and a woman are standing outdoors in front of a modern building with large glass windows. The man is holding a tablet and pointing at the screen, while the woman looks on. They are both smiling. The building has a balcony with a glass railing and some greenery is visible in the foreground.

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# Is it a good time to become a **self-employed** estate agent?

## 2025, the year to go self-employed in estate agency

The self-employed estate agency sector in the UK is **experiencing remarkable growth**.

According to TwentyEA, the number of self-employed agents has surged by **33%** in the past year and an astounding **500% since 2019**.

In Q4 of 2023, **self-employed agents** accounted for nearly **13% of new property listings**, highlighting a significant shift in the industry.

This trend underscores the increasing appeal of **autonomy and flexibility** in the estate agency profession.





## Becoming your own boss in estate agency, from dream to reality

Deciding to strike out on your own when you're already an estate agent means you can put your experience to good use and **benefit from the freedom and autonomy of an entrepreneur.**

**A better personal and professional balance**, setting your own objectives, organising your work as you see fit, and being **paid in line with your time investment** are all common motivations for property entrepreneurs.

However, there are many ways to start your own business: open your own agency, open a franchise, or **become an independent agent with iad UK.**

Would you like to take the plunge?

**Discover the benefits of  
entrepreneurship with iad!**



# iad, is shaking up the property industry!

Since its launch, **iad** has enjoyed dazzling success, establishing itself as the **ideal partner to help start your own business**.

iad is a true success story! **Founded in 2008 in a garage**, **iad** has relentlessly pursued its mission to be an innovative property network that offers a different kind of support to individuals wishing to sell, buy or rent a property.

Today, we're very proud to have made **iad** the key player that is **doing property a world of good**. Our **unique model** is experiencing significant growth and is expanding internationally.

Our collaborative model offers thousands of people the opportunity to **become their own boss**. This notion of entrepreneurship is essential to **iad's** history, because it puts people at the heart of the project.





At **iad**, we have 4 inseparable pillars that operate in total harmony and make our model unique.



## 1 Entrepreneurship

We offer thousands of people the opportunity to **change their career path** and succeed by becoming their own boss. All while receiving **support and training throughout the whole process**.

## Property 2

Our independent estate agents provide **day-to-day support** to all those who are: selling, buying or renting a property, and help them make their life plans a reality.



## 3 The community

**iad UK** is a community of interdependent **entrepreneurs** based on a collaborative model supported by mentorship.

## International 4

We imagine a future where the property market is international. We aim to support our **independent agents to collaborate internationally** to help their clients in **8 countries!**



These 4 essential pillars are backed up by digital technology and training, providing optimum, comprehensive support for all our independent estate agents.



## Digital

At **iad UK**, we develop our own digital tools to meet the day-to-day needs of independent agents and customers. We aim to make your life as easy as possible so you can focus on the important work, helping your clients.

## Training

At **iad UK**, we never stop learning, thanks to our **comprehensive training program** that accompanies the network every step of the way. Whether they come from an estate agency background or not, all independent agents follow a tailor made training program that guarantees professionalism and the development of their business plan.





# Get your **professional career** off the ground with iad!

## Get started with low start-up costs

Starting your own property business traditionally requires **substantial upfront investment**. However, with **iad UK**, you can launch your venture **without significant start-up costs**. Our monthly package provides access to a comprehensive suite of high-performance business tools and distribution of your **listings across major portals**.

Moreover, our unique mentorship model enables you to develop a business organisation that is entirely yours, a genuine enterprise that can be sold or passed on, securing your future and providing a **legacy for your family**.





## Income that matches your performance

**iad UK** offers one of the most **attractive commission packages on the market** to reward your efforts: up to **87.8%** on your personal production and **12.2%** on the sales from your team. You can also diversify your income with rentals or business referrals.

### Transaction commissions: up to 87.8% of the amount of fees excluding VAT:

At **iad UK**, transaction commissions for advisors are set at **69% of fees excluding VAT**, but can go up to 87.8% under certain conditions, thanks to the Production+ Program.

#### Scenario 1

You find the buyer for your listing



You will earn  
**69% of the fee (ex. tax)**  
from the sale

You will earn  
**£6,900 (ex. tax)**

#### Scenario 2

Another agent finds the buyer for your listing



You will share  
**69% of the fee (ex. tax)**  
from the sale

You will earn  
**£3,450 (ex. tax)**

The other agent will  
earn  
**£3,450 (ex. tax)**



## PRODUCTION +

This scheme changes the way **value is shared**, allowing independent iad agents to earn up to 87.8% (instead of 69%) of fees above £80k excluding VAT.



### Did you know

In 2024, iad agents personally earned an average of £2,760 (excl. VAT) per completion.



## Income from business referrals: 12% of the amount of the fee, excluding VAT

Can't handle selling your own properties just yet? No problem, **business referrals allow you to pass the project** on to another independent estate agent. If the transaction goes through, you'll receive 12% of the fees, excluding VAT, when the transaction completes.

## Mentorship commissions: up to 12.2% commission on your teams' production

You can develop your sales organisation through mentorship. **This organisation is made up of mentees whom you help** to develop their skills and discover the profession of independent estate agent. As a result, when a **transaction is carried out by one of your referrals**, you receive a percentage of the transaction's fees, excluding VAT, over 5 levels of depth.



# proptips

by iad



The **Proptips by iad** application offers business introducers the opportunity to recommend iad advisors and receive a commission in return.

With a network of over **1,000,000** business introducers, this platform is an opportunity for both estate agents and private individuals to **optimise their income while expanding their networks**.

On average, a property sales referral resulting in a transaction generates a commission of **£400**.



## Build your financial freedom step by step

### Mentoring your way to financial freedom

The **iad UK** mentorship system puts **independent estate agents at the heart of the model**. The principle is simple: grow your own business by helping and developing your network!

To do this, you'll have the opportunity to mentor new independent estate agents, whom you'll support and train throughout their career with iad, just as your mentor will do with you.

**You'll earn a commission on every transaction made by the people you've mentored and supported.**

**There is no hierarchical relationship between you and your team**, but as a mentor you have a commitment to your mentee: to support them throughout their career (business basics, field prospecting, iad culture, development...).



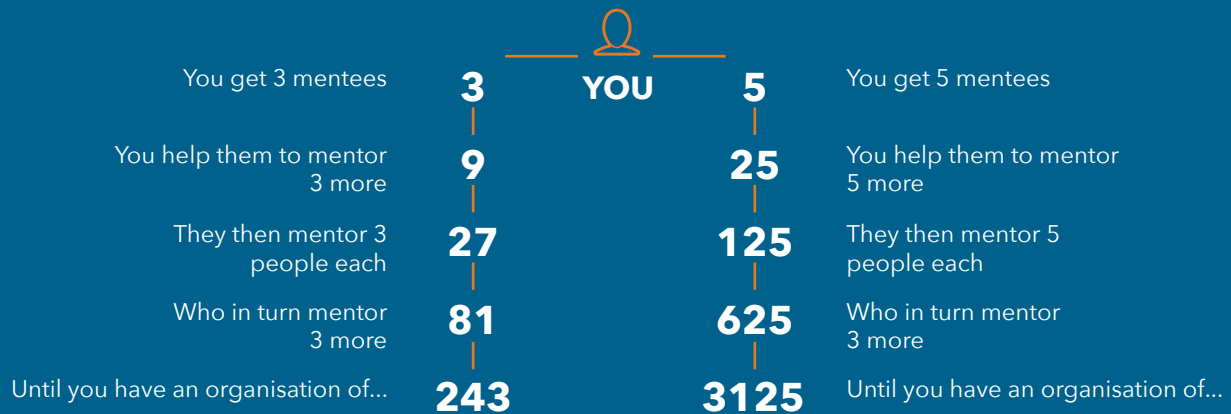
### Mentorship: how does it work?

The people you mentor and train will form your organisation. You can develop your business at your own pace, with your sights set on financial freedom. Your organisation will grow in line with your objectives, and it's up to you to choose them and implement your business plan.

## HOW DOES IT WORK?

You can mentor 3 people, but could be paid on the sales of the 363 advisors in your network!

You mentor 5 people, but are paid based on the sales of the 3905 advisors in your network!



## HERE'S AN EXAMPLE!

**James** has just joined **iad**. He is being mentored by **Sophie**, who will accompany him throughout his experience with **iad**.

When **James** makes his first complete sale, he will receive a commission of **69% of the over all fee**.

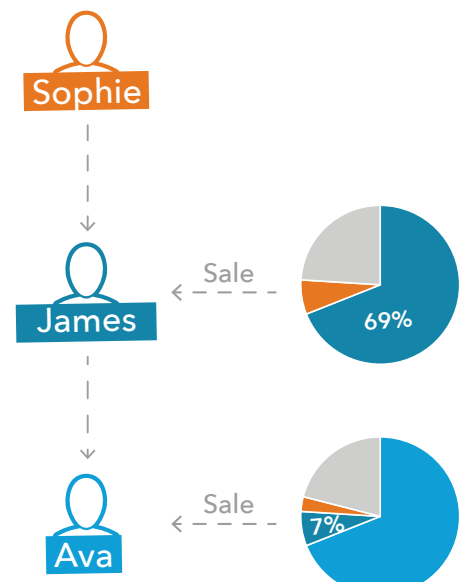
**Sophie** will receive a commission of **7%** of the fees received by **iad**.

After a while, and when it's sufficiently formed, **James** also decided to build his own organisation by mentoring new independent estate agents whom he trains.

**James** welcomes **Ava** to his team.

He will support and train her in the field, and when Ava makes a sale, she will receive up to **69%** of the iad fees, while **James** will receive **7%** and **Sophie** **3%** of the iad fees.

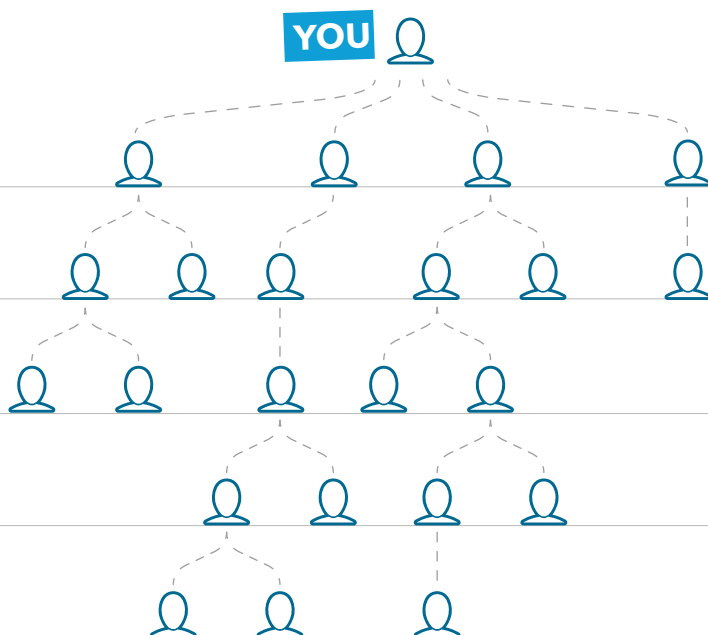
**Sophie** will therefore receive a commission on the sale of her mentees mentee over 5 levels of depth within her sales organisation.





The mentors commission plan is made up of 5 levels, which are commissioned as follows for each transaction:

- 1<sup>st</sup> level = You receive **7%**
- 2<sup>nd</sup> level = You receive **3%**
- 3<sup>rd</sup> level = **1.5 %**
- 4<sup>th</sup> level = **0.5%**
- 5<sup>th</sup> level = **0.2%**



### Did you know

All referral commissions are **paid directly by iad** and have no impact on the transaction **commission** received by the independent estate agent who completes the sale: **so everyone wins!**



# Full support at every stage of your **entrepreneurial** adventure

## The monthly pack: your exclusive iad tools, services and partnerships

**iad UK** puts innovative **digital tools** and resources at your disposal on **Playiad** to support you in your day-to-day business, so you can concentrate solely on growing your business.



### Support and Training

- A dedicated manager to lighten your administrative load
- Daily support from headquarters for you business (digital, marketing and legal)
- A 24/7 online university for training anywhere, anytime
- In-person training sessions to help you improve your skills and share experiences with the other agents



### Prospecting

- A powerful prospecting tool for winning instructions
- Fast, accurate price estimating software
- An efficient CRM for creating listings
- Bespoke partnerships to enhance your service



### Increase Productivity

- A digitalised workspace for greater agility
- Unlimited electronic signatures via docusign
- Bespoke finance management
- **proptips**: An app for getting new leads (Specific to iad agents)



### Finding a buyer

- Distribution to online property portals
- **The iad shop** for getting all your marketing materials
- Distribution on the **iad** website
- Support from your mentor and head office to help you find a buyer



## STARTER + OFFER

This scheme enables each new independent estate agent to benefit from the **monthly pack at half-price £150 inc. tax instead of £300 inc. tax/month for up to 12 months** when starting up their business. Plus an additional 10% commission on your first 5 transactions in your first 12 months



## Your mentor: your personal contact

As soon as you join the **iad** network, you'll be accompanied by your mentor. They will be your point of contact throughout your **iad** adventure.

To help you become more independent, your mentor will suggest you follow the **Initial Support Program (ISP)**, to familiarise you with the **iad** environment and tools.



## Your dedicated administrative manager

Every **iad** agent benefits from support provided by our dedicated agent support team. These managers are salaried employees of the head office team, available **Monday to Friday, 9 am to 6 pm**.

They handle administrative tasks linked to your on-boarding as an agent, including validation of listings and transactions, invoicing, and ensuring the payment of your commissions.



## A comprehensive, tailor-made training program



### E-learning: iad Online University

**The Online University** offers more than 40 hours of e-learning, with a range of fact sheets and videos to help you deepen your knowledge, as well as a set of MCQs to validate what you've learned. For example, you'll find training courses on how to accompany foreign buyers, new regulations governing the profession, energy-efficiency renovation, team management, etc.

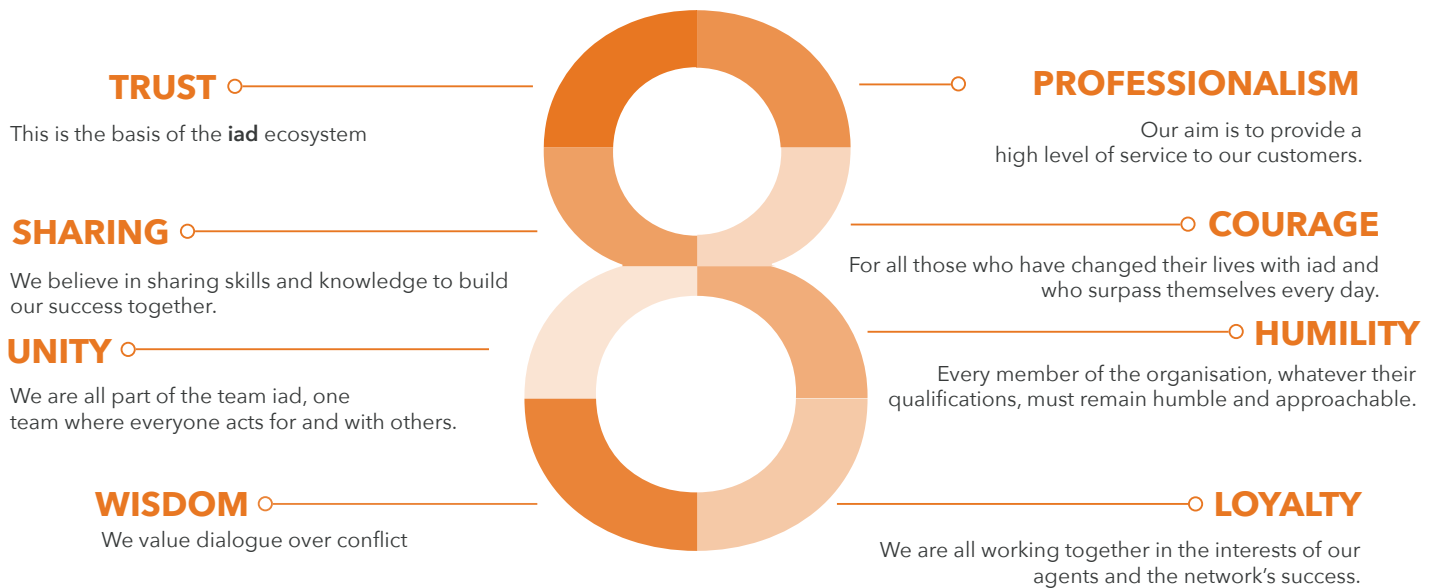
### Face-to-face training

At **iad UK** headquarters or in areas local to you, trainers from HQ and the network of agents share their expertise and knowledge through business training courses, workshops and refresher courses throughout the year.

# Entrepreneurship at iad means **sharing** more than just a job

## Sharing values

At **iad UK**, we are united by the same passion and we rely on strong values to work in total harmony and provide an optimal level of service to the customers we **accompany in their life projects!**



## An international property network

In line with the aspirations of many of today's entrepreneurs, at iad we see the property industry of tomorrow as international.

It is now possible to mentor agents internationally in France, Portugal, Spain, Italy, Germany, Mexico and Florida, the model offers everyone the chance to develop beyond their borders!

We provide you with all the processes and tools you need to facilitate the integration of independent estate agents abroad, with the key to professional and personal enrichment.





## iad events, a time for sharing within the network.

To encourage sharing, unite the agents and celebrate figures, several events are organised each year (*National Convention, CAP Management, etc.*). These gatherings are real moments of sharing, eagerly awaited by iad agents!



**Launch Party 2023 -**  
Eastcheap, London



**National Convention 2024**  
- Shad Thames, London



**iad social 2024**  
-iad UK Headquarters

# Convinced? Let's look at how you can get started



Setting up a new business doesn't have to be a headache. If you follow the various stages carefully, you can smooth the process out.

To tell you more about this very administrative and essential part of the process, you'll find our advice below!

1

## THE STATUS OF AN INDEPENDENT ESTATE AGENT

Joining iad means operating under your own name as an independent estate agent, also known as an independent property agent or consultant. Unlike employed estate agents, you won't be confined to an office or a specific geographical area.

You'll have access to all the tools required to succeed in your business. A mentor will guide you through the on-boarding process to ensure you are legally compliant and feel supported once you start trading.



### Did You Know

There is no hierarchical relationship between iad and the independent estate agent. In other words, there is no subordination between you and iad, allowing you the autonomy to run your business as you see fit to suit your customer in the best way.



## 2 EMBARKING ON THE ADVENTURE OF ENTREPRENEURSHIP

To become an independent estate agent with iad, you must first **establish your own company**.

In the UK, this typically involves registering as a **sole trader** or setting up a **limited company**.

Each structure has its own accounting, tax, and legal obligations. It's advisable to consult with a business advisor or accountant to determine the best option for your circumstances.

**This status offers various options with their own accounting, tax and social obligations:**

- **Sole Trader** : An independent estate agent who operates their business personally, taking full responsibility for all profits, debts, and liabilities. Ideal for start-ups.
- **Limited Company**: An independent estate agent who runs their business through a separate legal entity, protecting their personal assets as liability is limited to the company's finances. Ideal for established businesses





### 3

## START YOUR BUSINESS IN 4 STEPS:

To officially join us, here are the administrative steps to take:

- Sign the estate agent contract with **iad UK**
- Register your business with the appropriate UK authorities, such as **Companies House** for a limited company or **HM Revenue & Customs** for a sole trader.
- Obtain professional indemnity insurance, which is mandatory for estate agents in the UK.
- Ensure compliance with the Estate Agents Act 1979 and other relevant legislation.



Note that by completing these steps, you'll be well-positioned to embark on a successful career as an independent estate agent with iad UK.



# But, what do the **agents say?**



 **I recommend iad uk**

"For me, being self-employed and working with the **iad** model means I have total control over my time and diary. I can spend quality time with clients rather than rush to my next appointment, and I'm not answering to a boss who's counting calls or meetings. Even though you're self-employed, **you're never alone**—there's always support at the end of the phone. If you have the discipline and drive, I'd back anyone to make a success of it."

 Lee **Merrick** – Wolverhampton Independent Estate Agent



 **I recommend iad uk**

For me, being self-employed absolutely fits around my family. The flexibility means I can manage my own diary, make every nursery drop-off and pick-up, and still be productive in the evenings or weekends when it suits my clients. The transition wasn't easy, but the benefits far outweigh the challenges. Plus, with the support network within **iad**, you're never really alone—there's always someone to turn to for advice and guidance.

 Lara **Bradley** – Basildon Independent Estate Agent



**Overall, iad is**

More  
**OPPORTUNITIES**

More  
**SUPPORT**

More  
**SKILLS**

More  
**FREEDOM**







DOING PROPERTY A WORLD OF GOOD

To find out more about iad, go to:  
**[join-iad.uk.com](https://join-iad.uk.com)**

**[www.iad.uk.com](https://www.iad.uk.com)**



**All information in this brochure is current as of March 2025.**

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