



## 'The allAgents Transparent Agent Scheme'

This is a voluntary and FREE scheme for any agent to sign up to. These terms and conditions are subject to change without notice.

In order to qualify, the Agent **MUST AGREE TO:**

1. Place our allAgents banner in a prominent position on all pages of their website (in the header of each page)
2. Place two small text links in the footer of the pages to allow for remote compliance monitoring on membership
3. Actively promote their allAgents profile in marketing activities and promotional materials
4. Place their properties on the [allAgents Property Portal](#) for as long as it remains free
5. Encourage customers to review their services good or bad
6. Sign a declaration to operate within and maintain the scheme membership standards, best practice and terms and conditions

The main objective is to ensure that consumers can clearly see the banner as soon as the webpage loads up. The banner links back to the Agent's independent profile page on allAgents. These positions must all be approved by allAgents. AllAgents will take into consideration the existing layout and structure of the agents website. However as a rule of thumb, the most prominent position will be the headers of all the pages and the footers for the text links.

The banner is a prominent and permanent link that takes the visitor to the main review profile page for that agent on allAgents. Once these links have all been approved, the agent has to sign our 'transparent agent' declaration . In doing this the Agent commits to promoting access to all their independent reviews .