

COOPER ADAMS BRAND GUIDELINES

OUR VALUES

Cooper Adams
AS GOOD AS OUR WORD

S

SECURE

We are committed to ensuring our buyers, sellers, landlords, tenants and developers each feel secure in their transactions with us.

E

ETHICAL

We will always act in accordance with the highest possible standards for ethical conduct or practice

R

RESPECT

We promise to be respectful to each other, to our suppliers, to our community and to our customers.

V

VALUE

We will look to provide value in everything we do.

I

INSPIRE

Our actions should always inspire trust within our customers. We also aim to inspire our industry as a leader in ethical estate agency.

C

CONNECT

Relationships are everything to us; we connect people to their homes and to their communities.

E

EMPATHISE

We promise to listen carefully and demonstrate empathy in all conversations.

Our mission

To give you the service we'd want to receive.

We know that part of earning our fee means you have to be 100% satisfied with our service throughout. So in all our dealings with you, we try to offer the sort of service we'd like to receive if we were selling.

Our Vision

To redefine the method in which property is sold.

Disclaimers

1. We are a business and to operate, we have to make money; so of course, this is an interest.
2. There are occasions where we have to make difficult human decisions in order to safeguard a client throughout the sales or lettings process, so we may choose not to share certain information that would cause unnecessary stress.

What we stand for

- A better way of buying and selling property
- Providing a partnership
- Changing people's perceptions about what estate agency can be
- The future of good practice in estate agency
- Supporting our landlords, to maximise their investment
- Supporting our sellers to achieve the best possible price within a shorter timescale
- Providing the best level of communication and therefore a better experience

What we stand against

- Seeing sellers and their properties as nothing more than commission
- Unethical estate agency practices
- Overpromising and undelivering

BRAND PURPOSE

Cooper Adams exists to help buyers, sellers and tenants feel more secure in the homemoving process.