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 and Knight Frank 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.”

Marian Finnegan
Chief Executive Officer

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**
4 QUALITY EDUCATION · 5 GENDER EQUALITY · 8 GOOD JOBS AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES · 16 PEACE AND JUSTICE	12 RESPONSIBLE CONSUMPTION · 13 CLIMATE ACTION
Our **People**	**Governance** & **Policies**	Climate **Action**
• Employee health & wellbeing • Employee training & development • Diverse & inclusive • Culture & values	• Data protection & cyber security • Supplier management • ESG governance & reporting	• Decarbonisation planning • Internal energy actions • Supplier & franchise engagement on carbon & climate
Our **Communities**	**Trust** & **Transparency**	Climate **Leadership**
• Community impact • Social value (placemaking) • Client engagement	• Transparency in property transactions • Ethical Business Conduct • Sustainable innovation • Access & affordability	• Reach & Influence • Climate collaboration

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.

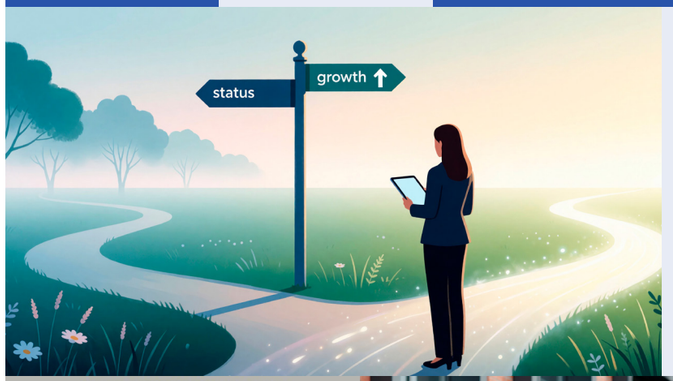
Our actions will be underpinned by our **values:**

Collaboration	**Integrity**	**Growth**

Our strategic pillars have formed the basis of our sustainability strategy which aligns with specific **UN Sustainability Development Goals:** www.unfoundation.org/what-we-do/issues/sustainable-development-goals

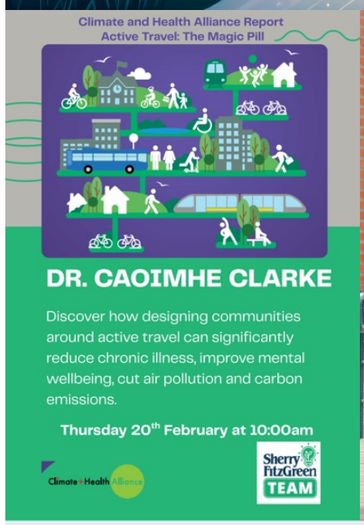
Our **People**

Recent Achievements

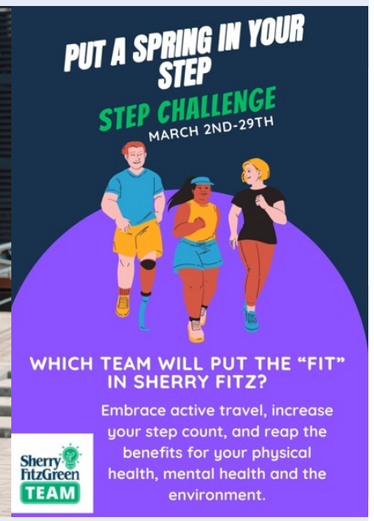


Clearer Career Pathways

The introduction of Career Progression Capability Frameworks gave employees greater clarity on the skills and capabilities needed to grow. Alongside Values Day for new starters, this strengthened induction, development planning and connection to Sherry FitzGerald's culture.







Supporting Wellbeing at Work

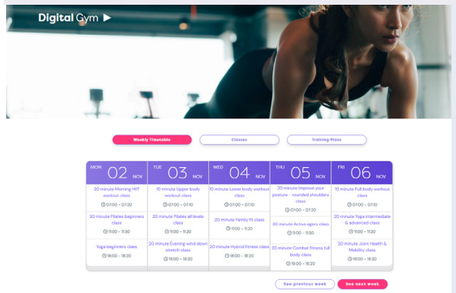
New Menopause and Compassionate Leave policies broadened the practical supports available to colleagues. Strong pension participation, increased EAP utilisation and continued wellbeing activity show a more rounded approach to sustaining employees through different life and career stages.

Our **People**

Future Commitments

Investors in Diversity | BRONZE

Kintris



Inclusive Growth

In the coming year, Sherry FitzGerald will embed the capability frameworks across employees and line managers, partner with partner with Kintris to benchmark culture and inclusion, and schedule inclusive leadership training to support stronger people management across the Group.



Wellbeing in Action

The Group will continue integrating its Employee Assistance Programme, deliver mental health briefings, launch digital gym and wellness sessions, and refine training data collection so employee wellbeing, development and regulatory learning can be measured more consistently over time.



Our **Communities**

Recent Achievements





Community Reach

Our Give a Day programme expanded, with over 100 employees volunteering, while partnerships with Darkness into Light, An Cosán and Down Syndrome Ireland strengthened the Group's community contribution through education, fundraising, local engagement and wider social impact.





DSPCA

pieta Darkness into light

Listening Locally

Customer engagement improved through the automation of the CX programme nationally, After every sale, we ask customers how we did. These insights help the Group understand service quality and customer experience across the wider network.



Our **Communities**

Future Commitments



Stronger Community Impact

We will continue with our community engagement initiatives, tracking volunteering, students sponsored, charities supported and monies raised, so local activity remains visible, measurable and aligned with the Group's wider sustainability priorities.

Customer Insight at Scale

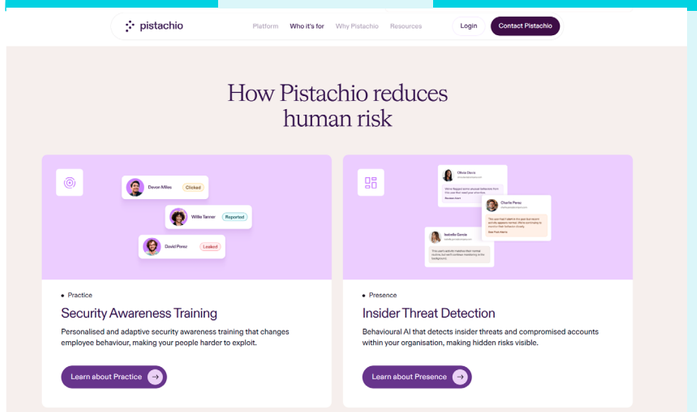
The Group will continue expanding national customer reach through the CX programme, using engagement, satisfaction and mySherryFitz to strengthen feedback loops and improve the consistency of customer experience across our National network.





Governance & Policies

Recent Achievements



Secure by Design

The rollout of Egress and Pistachio strengthened secure email practices, cyber awareness and phishing resilience. Combined with Azure Secure Score monitoring and mandatory compliance training, this further embedded data protection and cyber security into daily business practice.

Raising Standards

Governance oversight was strengthened through annual policy reviews and compliance training, while compliance audit incentives helped embed high standards into everyday business practice by reinforcing accountability and recognising teams that consistently perform at the highest level

CYBER ESSENTIALS CERTIFIED



Governance & Policies

Future Commitments



Resilience Ready

The Group will continue to embed secure communication and cyber awareness practices across governance and reporting, enhance ransomware readiness through response and recovery testing, and strengthen cyber resilience through improved monitoring and incident response.

Buyer Insight in Action

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.



Trust & Transparency

Recent Achievements



Transparency Customers Value

Over 4,500 CX surveys were completed in 2025, with 94% trust in the brand and 88% finding mySF helpful. These results reinforce the importance of transparent digital journeys and reliable service experiences.

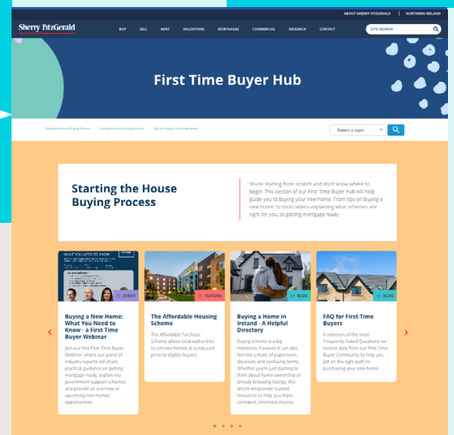


Informed Financial Decisions

After focusing on upskilling our team on green mortgages and financial products, we began tracking their uptake among customers. We found that 21% 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.

Trust & Transparency

Future Commitments



Guidance for Buyers

The Group continued to improve industry transparency through webinars, buyer resources and an online library of supports. These initiatives help customers understand grants, finance options and the property process more clearly before making decisions.

Digital Clarity

Technology will continue to be developed to create greater transparency in the sales process, helping customers access information, track progression and engage with Sherry FitzGerald services in a clearer and more confident way.



Climate **Action**

Recent Achievements



Sustainable Operations

Core workloads migrated to Azure, reducing energy consumption and cooling demand, while hybrid working and power-saving measures supported more sustainable IT practices. Electricity, gas and petrol consumption all reduced year on year in 2025.

Everyday Climate Habits

Green Team initiatives such as Meat Free Al Fresco and Greener Christmas, together with a sustainability webinar attended by 150 staff, helped translate climate awareness into practical everyday action across teams and locations. The Green Team will continue to introduce initiatives that make sustainable choices more visible, accessible and embedded across the network.

Future Commitments

Power Down Together

The Group will launch a Power Down energy reduction initiative across the branch network, using electricity, gas and petrol consumption as key KPIs to track operational progress and maintain focus on reducing environmental impact

Practical Sustainability

Staff sustainability initiatives will continue with increases anticipated on return bottle collections which are available throughout our branch network. We will continue partnering with Downs Syndrome Ireland to support return bottle collections at concerts and events. We are also working with suppliers to ensure a switch to eco-friendly cleaning products throughout our operations.

Climate **Leadership**

Recent Achievements



Climate Knowledge Shared

Insights on energy efficiency in property were incorporated into the SF Residential Quarterly Report, while links to SEAI grant information on sherryfitz. ie helped raise awareness of energy upgrades and practical sustainability options for customers.

Sustainable Choices

All electricity purchased by Sherry FitzGerald is 100% renewable. We have invested in technology to help support our sustainability goals, including tracking fuel consumption through Driversnote and Flowforma as well as an investment in the infrastructure to support hybrid working.

Future Commitments

Climate Collaboration

Sherry FitzGerald will build on its successful webinar programme, including a retrofitting webinar with OHK, using its national reach and trusted partnerships to improve customer understanding of home energy upgrades, available grants and climate-related property choices.

Moving Forward

We will hold ourselves accountable by tracking key sustainability metrics year on year and using this insight to guide continuous improvement. By monitoring how we run our business, we can identify where progress is being made, where further action is needed, and how we can continue to operate in a more sustainable and responsible way.