

HardingGreen

PARTNER STRUCTURE



OUR OFFICE · KENSINGTON, LONDON W8

Led by experience, powered by technology

We have shared this with you as a potential candidate whose experience could suit our model.

Harding Green was one of the very early adopters of the brokerage model. Our premise is simple: to increase our partners' earnings and keep their overheads as low as possible. All of our partners are self-employed, and we are able to provide financial assistance to agents joining the business. We invest in business development, operations, technology and marketing to help our partners build their businesses while keeping their overheads low.

We only take on the best people. As the following page shows, our partners have ten or more years of experience and have worked for the best companies in the industry, typically in listing roles or as managers who have run offices.

Operations are at the core of the business. Running on our own integrated technology stack, combining established platforms with bespoke automation and AI, our operations team typically sets up a new instruction and issues the relevant checks and documents within 15 minutes of submission through our platform.

Our year on year partner retention rate is 95%, which is unusual for a brokerage. There is a reason our partners stay with us and are successful. We now have over 85 people in our team, and our partners share in its growth through share options from a ring fenced pool.



Nick Carter
Founder and CEO

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Why partners join Harding Green

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- 01 Keep £186,000 of £250,000 billed
 - 02 Equity in both companies: 24% of Harding Green and 18% of The London Broker set aside for our partners
 - 03 Over 100 valuations a month booked by our business development team
 - 04 Financial support for new partners while they build their pipeline
 - 05 Our operations team is based at our Kensington head office in London, which is open to all our partners
 - 06 Every partner has ten or more years of experience
 - 07 The last 1,000 properties we listed had an average asking price of £1.82m, across London and the country
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The pages that follow explain how it works.

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Our partners

Every Harding Green partner has ten or more years of experience at the best companies in the industry.



Jas Dhaliwal



Patricia Farley



Benjamin Scrace



Radhika Bedford



Hugo Headlam



Mollie Crowley



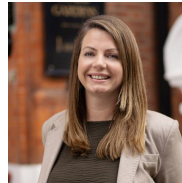
Jignesh Mepani



Tanya Hasking



Alexander Leon



Charlotte Bailly



Jay Badiani



Alexandra Mathew



Adam Carey



Natasha Moore



Daniel Taylor



Jenny Turner



Charles McCosh



Pollyanna Hunter



Josh Rault



Catherine Merrett



Nina Wallrock



Josh Moutray-Read



Catherine Wilson



Matthew Alexander



Laurence Leigh



Kirsty Farningham



Edward McCulloch



Anna Arden



Alex Reid



Robert Lewis



Elisabeth Bucknall



James Kilkenny



Emma Mills



Philip Cook



Olivia Brocklebank-Fowler



Ryan Stokes



Peter McCosh

And many more

MEET THE FULL TEAM →

Partners who joined in the last twelve months

We typically take on senior figures from the leading agencies in London and the country, as you can see below.



Jas Dhaliwal
HARDING GREEN PARTNER

17 years as an agent

PREVIOUSLY
Foxtons, Chelsea
Head of Sales, 12 years



Jenny Turner
HARDING GREEN PARTNER

25 years as an agent

PREVIOUSLY
Davis Tate, Twyford
Head of Office, 25 years



Alex Reid
HARDING GREEN PARTNER

18 years as an agent

PREVIOUSLY
Savills, Marlow
Associate Director, Sales, 7 years



Olivia Brocklebank-Fowler
HARDING GREEN PARTNER

12 years as an agent

PREVIOUSLY
Foxtons, Chelsea
Head of Lettings, 12 years

72 years

OF EXPERIENCE BETWEEN FOUR PARTNERS

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Our operations team

Led by experience, powered by technology.

Operations are at the core of everything we do. The business is built around the strength of our operations and business development teams, because that is what makes a broker successful. Our team is UK based, in house and long standing, and we do not believe any other brokerage in the country offers an operations team like ours. Ask any Harding Green partner and they will tell you they have never seen anything like it.

Running on our own integrated technology stack, combining established platforms with bespoke automation and AI, the team typically sets up a new instruction and issues the relevant checks and documents within 15 minutes of submission through our platform.



Erzana Ramadani
Head of Operations



Barbara Bosettin
Senior Operations



Millicent Crawford
Senior Operations

Erzana and Barbara have each been with Harding Green for five years. They know the business intimately, and our partners depend on them every day.

AML supervision included

Partners operate under Harding Green’s HMRC AML supervision, so you do not need to register with HMRC yourself. We carry out and pay for every AML check, including trusts and overseas companies, and take responsibility for the process.

Instruction setup within 15 minutes

Once a new instruction has been submitted on our platform, our operations team typically completes the following within 15 minutes. Full onboarding depends on receiving the required client information, signed terms and satisfactory checks.

- 01

Title verification
The Land Registry title is downloaded and the registered owners checked against the instruction.
- 02

EPC
The EPC is downloaded and saved to the instruction file.
- 03

Anti money laundering
Biometric identity and AML checks are sent to every client. Where a company, trust or overseas entity is involved, we look through the structure to the people behind it, with proof and source of funds.
- 04

Terms of business
Terms of business are issued electronically to all clients for sales, lettings and buying agency.
- 05

Board instruction issued
We submit the board instruction so your personalised for sale or to let board is put up, at our cost.

Central lettings team

Tenancy onboarding and property management are handled by our central lettings team, also based at our London head office, with move in documentation managed compliantly through Goodlord.

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An illustrative example of our 70% structure

Increasing to 80% once you transact over £140K of fees in a calendar year.

FEES BILLED IN THE YEAR £150,000 First £140,000 at 70% £98,000 Remaining £10,000 at 80% £8,000 Your share £106,000 Around 71% of everything you bill	FEES BILLED IN THE YEAR £250,000 First £140,000 at 70% £98,000 Remaining £110,000 at 80% £88,000 Your share £186,000 Around 74% of everything you bill	FEES BILLED IN THE YEAR £350,000 First £140,000 at 70% £98,000 Remaining £210,000 at 80% £168,000 Your share £266,000 Around 76% of everything you bill
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MORE THAN A PERCENTAGE A split is only worth something when the business is there. That is why we invest in business development.	100+ valuations booked into our partners' diaries every month	150+ sales instructions won through our introductions in the last year	£2m+ average price of those instructions
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All figures are illustrative only.

Enquire in confidence

For more information, enquire for our main partner structure document.

ENQUIRE IN CONFIDENCE →