

A photograph of a woman with long blonde hair, wearing a white button-down shirt and blue jeans, smiling and standing in a meeting room. She is surrounded by colleagues seated around a conference table with a laptop, water carafes, and mugs. The background shows a white wall with a bulletin board and a window.

Gender Pay Gap Report

2025



Intelligent Services Group, trading as iamproperty, is a collection of entities that offer a range of products to the property market.

Only one of our entities meet the legal criteria for gender pay gap reporting, iamsold, however we operate as one overall company and therefore we also provide combined results for all entities This approach offers a more comprehensive and accurate representation of our organisation.

The report explains the key drivers behind the gender pay and bonus gaps, and outlines actions aimed at reducing the gap over time.

Whilst we are pleased to have made progress within iamsold, collectively there is more work to be done.



Gender Pay Gap Analysis (iamsold only)

Workforce profile

The iamsold entity has 331 relevant employees. The workforce is predominantly female, with women representing 69.2% of employees (229) and men representing 30.8% (102).

Within iamsold there are a number of positions that attract a fixed salary. This ensures that there are no gender biases in recruitment decisions. However, we have proportionally more females in administrative roles that typically attract a lower salary, around 44% of all females are employed in these roles compared with 11% of men.

We recently reviewed our recruitment data which shows that for our administrative roles, over two thirds of applications come from females meaning it is likely that we will continue to see a higher female representation in these roles.

Pay quartile distribution

Women are overrepresented across all pay quartiles, particularly in the lower quartile where they make up 78.05% of employees. Women also represent 71% and 72% of employees in both middle quartiles. Whilst in the upper quartile, women account for 55.42% of employees, and men remain disproportionately represented in higher-paid roles relative to their overall population size.

This distribution highlights occupational segregation within iamsold, rather than unequal pay for the same work.

Hourly pay gap

In 2025, the mean hourly gender pay gap within iamsold is 13.90%, a reduction from 17.09% in 2024. The median hourly pay gap has also reduced from 11.67% to 10.82%.

The year-on-year reduction indicates positive progress. However, the remaining gap continues to be driven by the high proportion of women in lower-paid administrative roles and a higher proportion of men in higher-paid roles.

Bonus pay gap

The bonus gap within iamsold remains significant and has increased year on year. In 2025, the mean bonus gap increased to 43.11% from 34.14% in 2024, and the median bonus gap increased to 74.55% from 64.03%.

Bonus outcomes within iamsold are influenced primarily by two factors:

- The first is commission earned by employees within the Sales department, where bonuses are directly linked to individual sales performance. The same commission metrics apply to all individuals regardless of gender.
- The second factor is a company-based performance bonus which is a percentage of salary. Whilst the same percentage is offered to men and women, as the majority of employees in administrative roles are women, this has a significant impact on average female bonuses compared to men.

Bonus participation remains high for both genders, although slightly lower for women. In 2025, 83.61% of women received a bonus compared to 88.46% of men.

The reason there was a lower proportion of females receiving a bonus was due to the fact that a higher proportion of new starters were female and did not have the required service to be eligible for a bonus.

Explanation of the iamsold gender pay gap

The gender pay gap within iamsold is driven by structural and role-based factors rather than unequal pay practices.

Key contributors include:

- high concentration of women in administrative roles which also impacts bonus potential
- greater male representation in higher-paid roles
- commission-based bonus structures linked to individual performance

There is no evidence of unequal pay for equal work or of gender-based pay inequality at iamsold across recruitment practices, pay setting processes, or bonus frameworks.

Actions to reduce the iamsold gender pay gap

iamsold is committed to continuing to reduce the gender pay gap through:

- supporting clear progression pathways that increase earning potential. We regularly offer development through our Elevate Management Development programme
- encouraging and supporting women to apply for higher-paid roles through development, mentoring and confidence-building initiatives. This year we introduced Accelerate, an internal mentor programme and we also launched a Women's Group which currently has over 150 members across the group
- reviewing internal talent pipelines to ensure fair access to training, development and promotion opportunities
- maintaining flexible working practices to support retention and progression. We have a good track record of accommodating flexible working requests, with nearly 10% of employees having a flexible working pattern
- continuing to monitor pay and bonus outcomes for fairness and consistency

Conclusion

iamsold has reduced both mean and median hourly pay gaps year on year. However, the bonus gap has increased, reflecting the impact of role distribution and commission-based earnings. Continued focus on progression and internal mobility will be key to further improvement.



Gender Pay Gap Analysis

(All Entities including iamsold)

Workforce profile

Across all entities, including iamsold, there are 691 relevant employees. Women represent 62% of the workforce (428 employees), while men represent 38% (263 employees).

The organisation includes a mix of administrative, sales, technology, specialist and leadership roles, each with different salary and bonus structures. As with iamsold, role distribution is the key driver of the gender pay and bonus gaps when looking at all entities combined.

Key factors influencing the pay gap

Administrative roles: Across all entities, 35% of all women work in administrative roles, compared to only 5% of men. These roles attract lower salaries and lower bonus opportunity, significantly influencing overall pay and bonus outcomes.

This distribution reflects application trends, as mentioned above, over 65% of applications for these types of roles come from females. No bias or less favourable treatment has been identified at the recruitment stage.

Sales and commission pay based roles: A large proportion of employees work within Sales, particularly as Auction Specialists. Bonuses in these roles are largely commission-based and earned according to individual sales performance. Basic salaries are the same for comparable roles, and commission metrics are applied consistently. However, men occupy a higher proportion of senior roles than women, but no gender bias or favouritism was identified across either internal or external recruitment processes.

Technology roles: Across all entities, the Technology function is a significant additional driver of the pay gap. Technology roles attract higher salaries and higher bonus potential and are currently male dominated, with approximately 75% male and 25% female representation. No recruitment bias has been identified. Representation reflects wider labour market trends and application rates.

Management and senior leadership: A higher proportion of managers and directors across the organisation are male. These roles attract higher salaries and incentive opportunities, directly influencing the gender pay and bonus gaps.

Leadership roles are filled through fair and transparent processes, and historically more men have applied for these roles. However, the organisation recognises the need to support women into progression and leadership opportunities.

Pay quartile distribution

Women are overrepresented in the lower and middle quartiles, making up 74.57% of the lower quartile and 64% and 61% of the middle quartiles. Women represent 47.4% of the upper quartile, while men remain disproportionately represented in higher-paid roles.

Hourly pay gap

Across all entities, the mean hourly gender pay gap in 2025 is 18.49%, up from 17.38% in 2024. The median gap has reduced from 20.61% to 16.59%, showing positive progress year on year.

Bonus pay gap

The bonus gap remains significant. In 2025, the mean bonus gap increased to 35.16% from 28.99% in 2024. The median bonus gap, however, reduced from 25.23% to 16.67%. The reduction in the median bonus gap indicates improved bonus outcomes for women at the midpoint of the distribution, suggesting stronger performance and/or increased representation in bonus-eligible roles. However, the increase in the mean bonus gap reflects the impact of a smaller number of very high bonuses, primarily earned in senior, sales and specialist roles, which continue to be male dominated.

Bonus participation remains high and only 1% lower for women, primarily driven by a higher number of female recruits overall who do not meet the eligibility criteria due to length of service.

Explanation of the all-entity gender pay gap

The gender pay and bonus gaps across all entities are driven by structural factors rather than unequal pay practices, including:

- concentration of women in lower-paid administrative roles
- male-dominated Technology and leadership roles
- performance-based commission and bonus structures

There is no evidence of unequal pay for equal work.

Actions to reduce the gender pay gap across all entities

The organisation will continue to focus on long-term, structural change through:

- strengthening progression pathways
- encouraging women to apply for management, leadership and technical roles through targeted development and mentoring
- reviewing leadership pipelines and removing barriers to progression
- investing in early careers and development programmes to increase female representation in Technology
- maintaining flexible and inclusive working practices
- continuing robust monitoring of pay, bonus and promotion outcomes

Conclusion

Across all entities, progress has been made in reducing hourly pay gaps. The bonus gap remains driven by role distribution, commission-based earnings and leadership representation. Continued focus on progression, internal mobility and leadership development for women will be key to reducing the gender pay gap over time.



I confirm the data in this report to be accurate.

Eoghan Johnston

Eoghan Johnston
Chief Financial Director

Our pay gap figures



Mean hourly pay gap

18.49%

The mean hourly pay gap is the difference between the average hourly pay paid to male employees and female employees.

Proportion of men and women receiving a bonus:

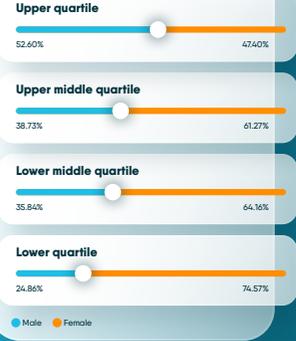
85.87% **84.73%**
Men Women

Median hourly pay gap

20.61%

The median is the mid-point between the highest and the lowest amount paid to a male and female employees.

Proportional pay quartile breakdown



Mean bonus pay gap

35.16%

The mean bonus pay gap is the difference between the average of bonus paid to male employees and female employees.

Median bonus pay gap

16.16%



Mean hourly pay gap

13.90%

The mean hourly pay gap is the difference between the average hourly pay paid to male employees and female employees.

Proportion of men and women receiving a bonus:

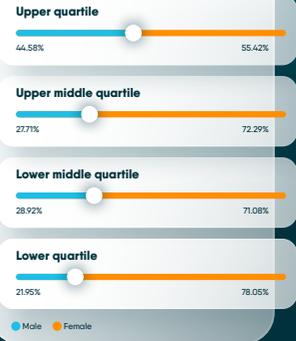
88.45% **83.61%**
Men Women

Median hourly pay gap

10.82%

The median is the mid-point between the highest and the lowest amount paid to a male and female employees.

Proportional pay quartile breakdown



Mean bonus pay gap

43.11%

The mean bonus pay gap is the difference between the average of bonus paid to male employees and female employees.

Median bonus pay gap

74.55%