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Vision and Mission

Vision

To make it easy for everyone to make ethical decisions with their property and investments. We want to play our part in renewing people's lives and the planet, humbly following Jesus, who leads by example and service.

Mission

To provide straight-forward, affordable, ethical and environmentally conscious mortgage and protection advice. To trade, collaborate, enable, advocate and donate to support our vision.



Please visit <https://wrethical.com/about-us/> for more information.

How can we make the biggest impact? Guiding principles

1. Money talks... so, the bigger 'turnover' you can influence, the more impact you will have.
2. Principles & processes that can easily be adopted and articulated, and are 'good', will have a bigger impact than those that are hard to copy or adapt that may be 'best'.
3. Ethics is holistic – needs to incorporate every aspect of what we do, not just 'green', or 'equalities'.

This translates to our focus being:

1. Lender mix is the biggest driver. Our turnover was £200k in 2024/25, but we arranged around £50,000,000 of mortgages – influencing that £50,000,000 will have the biggest impact. **250x factor**.
2. Influencing other adviser firms. Our network, for example, had a turnover of £10,000,000. **50x factor**
3. Encourage customers to think about ethics – 267 mortgage applications, approx. 400 customers in 2024/25 – **50x factor** (compared with our staff)
4. Look at where we spend money – our suppliers. **1x factor**
5. Look at who we give to, and how we are organised. **1x factor**

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Impact Assessment Detail

Awards in 2024/25

- FairTax Status
- SME News finance awards – Ethical Mortgage Broker of the year (England & Wales)
- Wealth & Finance Ethical Finance Awards – Ethical Broker of the year (Southern England)
- Vouched For Top-Rated Adviser for Paul Waterfall & Ashley Knight

B Corp

- We are aiming to become B Corp certified in 2026
- We have submitted our B Impact Assessment and are waiting for our verification results

- Required score: 80
- Preliminary score: 108.3
 - Governance: 20.1
 - Community: 36.9
 - Workers: 38.1
 - Environment: 9.9
 - Customers: 3.2



Governance



Governance is vital to WR Ethical's mission. It ensures ethical decision-making, transparency and accountability. The company has ethics policies and practices in place and regularly reviews social and environmental impact.

Highlights

- Adopted new Articles of Association to formalise the company's alignment with the B Corp Movement's values
- Written Code of Ethics and whistleblower policy.
- Proportion of applications placed with ethical lenders above industry average

Governance – Lender Mix – 2024

Lender	Commission	National	Ethi-Score
Nationwide BS	35.2%	18.7%	70%
Halifax	15.0%	20.0%	6%
Coventry BS	10.2%	3.3%	78%
Leeds BS	5.9%	2.3%	84%
HSBC	4.7%	8.0%	2%
Fleet Mortgages	4.5%	0.6%	58%
Co-op	4.1%	1.1%	74%
NatWest	3.6%	11.1%	2%
Santander UK Plc	3.2%	6.3%	2%
TSB	3.0%	2.1%	18%
Accord	2.2%	4.1%	80%
Principality BS	2.0%	1.1%	68%
Skipton BS	1.3%	2.4%	66%
Barclays Bank	1.2%	8.7%	0%
Kent Reliance	1.0%	1.2%	43%

‘Ethi-Score’ is provided by Ethical Consumer, and ranks lenders on a wide range of criteria including climate, ethos, policies, tax & investments. They also highlight ‘Best Buys’ – in Bold here & Avoids (score of 2% or under)

Based on commission received:

- ‘Our’ Ethi-Score – 51%. National – 30%.
- ‘Our’ Best Buy % - 57%. National – 29%.
- ‘Our’ Avoid % - 13%. National – 34%

Community



WR Ethical is committed to advocating & influencing, to help others make positive changes to their working practices. We also love supporting communities through giving and by supporting 'local' where possible.

Turnover growth proves the model works, influencing our network (& beyond). Partnering with charities directly supports their users and encourages others. Work location also has a significant impact.

Highlights

- 60%+ turnover growth last 2 years – the fastest in our network, making others take note.
- At least £50 donated to charity for each application fee received – approx. 4% of turnover
- Commitment to donate 20% of profits to charity
- B-corp provider for office (Deskledge). All bar 1 team members use sustainable transport to get to work
- Involvement in 'Future Finance' scheme – run by local universities

Year	Turnover	Donations	%
22/23	£ 76,656	£2,880	3.8%
23/24	£ 127,361	£3,780	3.0%
24/25	£ 197,322	£9,330	4.7%

Workers



We organise in a way which puts people first and recognises real life. This should lead to happier people, better relationships with family & friends, and a committed and compassionate team.

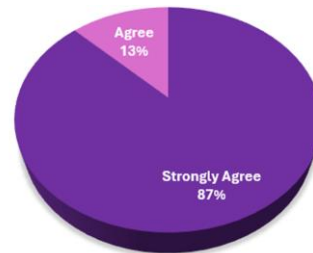
Highlights

- Average staff satisfaction: 9.4/10
- 1 leaver in 3 years (up to April '25)
- Unlimited annual leave & flexible hours to promote life-work balance
- Free mental health support via Six MHA app

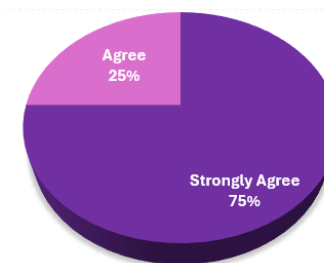
On a scale of 0 to 10, how happy are you working at WR Ethical (0 – I hate it here, 10 – I love it here)?

Option	Respondents
10	3
9	5
8 or lower	0

Paul sets a clear mission and values that guide the organization



I have opportunities to learn and grow in my role.



Environment



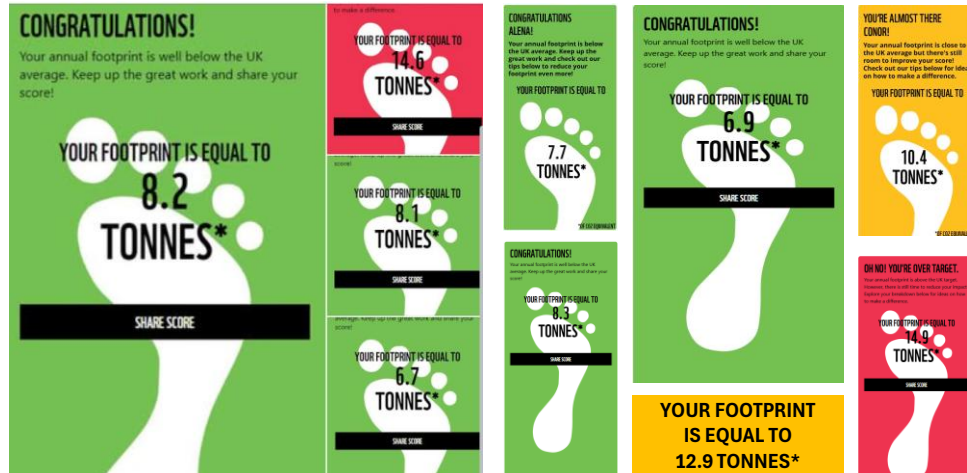
Environmental sustainability is integral to WR Ethical's core values. By integrating sustainable practices, WR Ethical aims to contribute to a healthier planet, aligning its business operations with long-term environmental well-being.

Highlights

- Members of the Green Mortgage Advice Initiative
- Green mortgage options are embedded in our advice process
- Key suppliers are screened for their environmental policies
- We aim to improve our carbon footprint year on year

Our carbon footprint

Individual staff



2023 – 9.4 average

2025 – 10.2 average

Whole business

Accounting period	Total emissions	Emissions / FTE
April 2023 – March 2024	13.01 tCO ₂ e	3.72 tCO ₂ e
April 2024 – March 2025	15.42 tCO ₂ e	3.86 tCO ₂ e

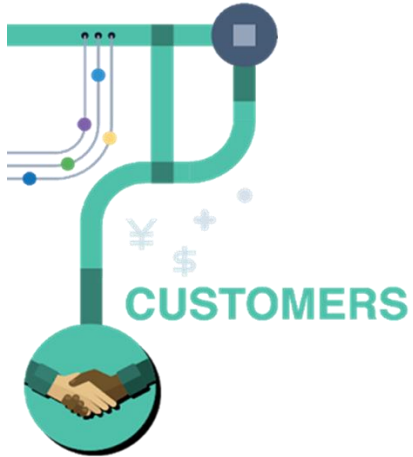


Calculated using <https://www.seedling.earth/>

Mitigation


- We partner with Ecologi and invest in carbon avoidance projects to mitigate our impact
- We plant a tree for every mortgage application placed with us







Highlights

- Target customer satisfaction: 5.0
- 5.0 star average review on Google

 **Trustindex**

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WR Ethical Reviews
Excellent rating
★★★★★ 5.0 | 207 reviews
 Verified Company

[Write a review](#)

Reviews ★ 5.0 | 207 total

<input type="checkbox"/> 5 stars	<div></div>	206 pcs
<input type="checkbox"/> 4 stars	<div></div>	1 pc
<input type="checkbox"/> 3 stars	<div></div>	0 pc
<input type="checkbox"/> 2 stars	<div></div>	0 pc
<input type="checkbox"/> 1 star	<div></div>	0 pc

Only ever 1 not 5* review:

★★★★★ 9 months ago

Paul gave helpful advice and guidance throughout, breaking things down clearly, and keeping us informed at every stage of the process. We appreciated meeting him in person at the start, and that he was willing to speak at any point and answer our many questions.

And the best?

★★★★★ a month ago

The whole team at WR Ethical are unbelievably phenomenal. The amount of care and work they put into finding you the best deal is incredible! Ashley was always quick to respond and his advice was always carefully considered and never pushy. The affordability process was fabulous as Ashley made sure that the monthly amount was affordable and sensible (not just do-able!).

The mortgage team also put us in touch with their insurance team that helped is through the daunting process of life and lost income insurance. The whole team are absolutely brilliant, definitely highly recommend this mortgage broker, especially if you are a first time buyer! 😊

wr ethical.



Ethical Mortgage Broker of
the Year – England & Wales



&wealth
finance
international

Ethical Finance
Awards 2024

