

A black and white photograph of three women laughing together. The woman in the center has a large afro and is wearing a light-colored button-down shirt. The woman on the left has long dark hair and is wearing a light-colored short-sleeved shirt and dark pants. The woman on the right has curly hair and is wearing a light-colored short-sleeved shirt and light-colored jeans. They are all smiling and laughing, with their hands raised in a playful gesture.

MODELS
TRUST.

SIMPLIFY YOUR SEARCH

**A RESEARCH-BASED
GUIDE TO CHOOSING A
GREAT MODELLING
AGENCY**



INTRODUCTION

Choosing the right representation is one of the most important decisions in a model's career. Models Trust is on a mission to see how agencies are performing, across the modelling industry, year over year.

In the spring of 2022, 340 signed models shared their honest feedback with us about their agencies. Based on the data, **this guide has been designed to share tools and advice to empower all models to make more informed choices about their representation.**

To read our entire 2022 Report Benchmarking Agencies Worldwide, [click here.](#)

WHAT'S IN THIS GUIDE?

- **The Facts**

- Three characteristics of high-performing agencies
- Four distinctive strengths of the best agencies

- **Your Roadmap**

- Design Your Ideal Agency
- 8 Questions To Gather Feedback From Your Model Community
- 8 Questions To Ask A Prospective Agency





THE FACTS

The best agencies have 4 distinctive strengths:

Agency Services

Client Negotiations

Payments and
Reporting

Dignity, Care, and
Respect

THE FACTS

Our 2022 Report Benchmarking Agencies Worldwide shows that the top performing agencies have three characteristics:

- More likely to have under 100 mainboard models
- More likely to be the respondent's mother agency
- More likely in the North America (28%) then All Europe (19%)

We found that big brand agencies had no difference in overall scoring compared to other agencies. "Big brand" are defined as having 100 or more signed models, Internationally recognized, and located in larger markets/cities.

YOUR ROADMAP

Design Your Ideal Agency

Ask yourself what your ideal agency looks like and create a list of qualities you want in an agency based on:

- Work Culture (i.e., super hands-on approach vs more relaxed approach)
- Areas of Expertise (i.e., commercial clients, high-fashion clients, developing new faces)
- Agency Size (i.e., under or over 100 signed models)
- Agency Type (i.e., booking agency, digital platform, mother agency)
- Network Reach (i.e. local, national, international)



YOUR ROADMAP

8 Questions To Ask A Prospective Agency

Meeting with prospective agencies can be both exciting and intimidating. Ask prospective agencies the following questions to better understand if they have the four distinctive strengths of the best agencies.

1. What kind of agency services do you offer (i.e., personal trainer, immigration lawyer, car service, etc.)?
2. Are your services and fees listed in your model-agency contract?
3. What steps do you take to ensure the model will be safe at work?
4. How do you ensure a model's payment is fair and reasonable based on the work details (i.e., travel, usage, etc.)?

YOUR ROADMAP

8 Questions To Ask A Prospective Agency

5. What are the agency's values?

6. What does a great model-agency relationship look like to you?

7. What does a standard payment period look like for a model signed to this agency?

8. Can you show me an example of a model's financial statement?



YOUR ROADMAP

Get A Second Opinion: 8 Questions To Ask Models You Trust

These questions are based on our 8 Categories of Crucial Services and Practices.

1. What has your experience been like using your agency's services? Are they transparent about expenses incurred for these services?
2. Do you feel your agency negotiates with clients on your behalf to receive appropriate pay and to ensure a safe working environment?
3. Do you receive payments within a reasonable time, or within a period agreed upon in your contract?
4. Does your agency offer training or advice for career development?

YOUR ROADMAP

Get A Second Opinion: 8 Questions To Ask Models You Trust

5. Do you regularly feel prepared for work based on the information your agency sends you?
6. What type of clients do you work with (i.e., beauty, commercial, e-commerce, high fashion)? How often do you work?
7. How does your agency typically respond when you speak about your well-being? Do they show concern or are they cold and dismissive?
8. Has your agency treated you with the same respect and dignity as the non-minority models at your agency? Are they open to learning about your point of view at the workplace?

Disclaimer

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