



MODELS
TRUST.

**2023 AGENCIES PERFORMANCE
BENCHMARK REPORT**

JUNE 2023 •

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ABOUT MODELS TRUST

Models Trust works to protect, educate and support models and model agencies, through data-driven surveys and reports.

Participation in our surveys & reports acts as an assurance of best practice in areas of mental and physical health, gender equality, social sustainability, and ethical employment.

Learn more about the work we do and how you can be a part of our trusted community [here](#).

WORDS FROM OUR FOUNDER

Dear Reader,

I am thrilled to announce the release of our third annual report, which benchmarks agencies worldwide.

For the last three years Models Trust has surveyed modelling agencies around the world. Models have filled in our anonymous survey and these insights allow us to tell you how modelling agencies are representing their signed models.

Our 2023 Agencies Performance Benchmark Report has some compelling stories and insights: for example:

- Boutique agencies make models feel better represented*
- Many agencies have become better at giving feedback to models in a supportive, productive manner*
- 90% of respondents were female*

If you are a modelling agency reading this, you may like to know we gave models the opportunity to name their agency. If you would like to know if you were named and how you performed against other agencies or indeed on your own merit, please let us know and we can pull out the stats, just for you. Please email jessica@modelstrust.com.

We thank all the models who contributed and spent time filling out this anonymous survey as it has made these insights possible. I would like to thank our whole model community for their commitment to a better tomorrow.

To those reading the report, thank you for your care. The findings of this report are supposed to be thought-provoking, so if you have questions, please contact us at: info@modelstrust.com.

We look forward to hearing from you.

Elizabeth Peyton-Jones

CEO & Founder
Models Trust Ltd
June 2023





MESSAGE FROM THE MODELS TRUST TEAM

Dear Reader,

The annual report provides data and insights aimed at improving the quality of representation for models and agencies. These insights have come from the model's feedback.

The survey consisted of 31 multiple-choice questions, accompanied by two optional questions where they could provide the name of their agency and share comments regarding the quality of representation they receive.

The seven critical categories which are surveyed, are marked between 1 & 5 (1 being a low score and 5 being a high score). This year the scores remained almost the same as last year, which means that over the past 3 years of being surveyed, agency performance has remained almost the same.

The top 25% of agencies achieved scores ranging from 4.3 to 4.9, demonstrating that excellent representation is not only possible but also attainable. These top agencies differ in size, location, and type, but they all share four distinct strengths that set them apart.

The bottom 75% of agencies have opportunities for improvement.

The following report incorporates insights from our 2022 and 2021 performance reports. We have included an additional page where we dive deeper into demographics of the responding models.

We extend our heartfelt gratitude to everyone in our global modeling community for enthusiastically responding to our survey once again this year. We applaud your courage in speaking up and advocating for positive change in an industry that greatly benefits from your valuable input.

Thank you for your continued support and commitment to improving the modeling industry with us.

Here's to a brighter future.

Models Trust Team

Elizabeth Peyton-Jones – CEO & Founder

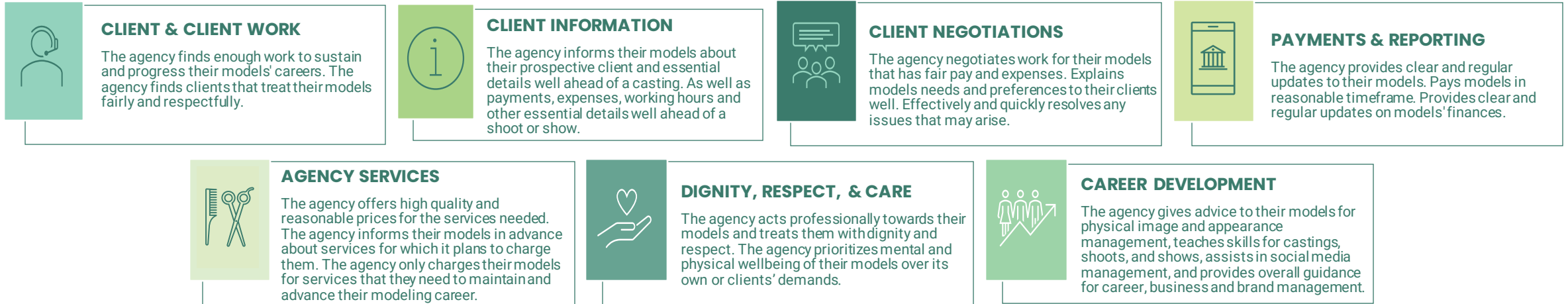
Jessica Marie Boyle – Data & Research Manager

Marina Shannon – Operations Director

Renée Mittelstaedt – Communications & Engagement Manager

THE SURVEY'S SEVEN CATEGORIES WE MEASURE

The survey consists of 31 questions and is divided into seven categories*. From our research, these categories are integral to a happy healthy relationship of agency and model.



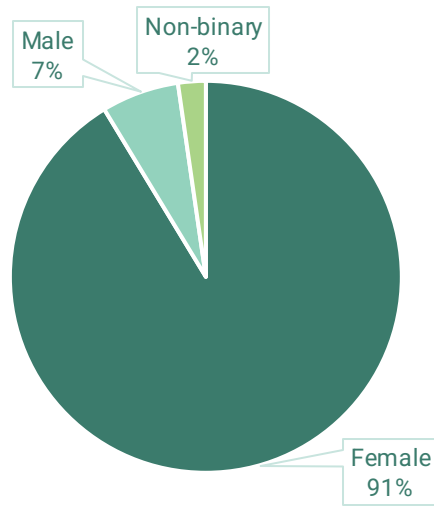
*Our 8th category, Diversity, Equity & Inclusion, is now measured by reviewing the respondents' demographics and average scores comparison. You can find out more on page 17



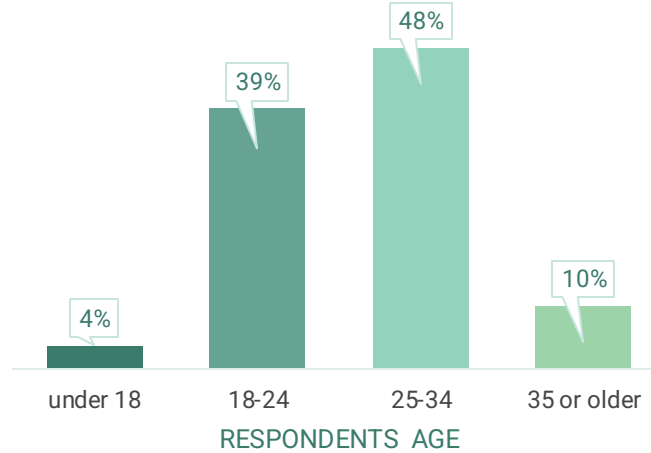
MODELS SURVEYED

MODELS BY THE NUMBERS

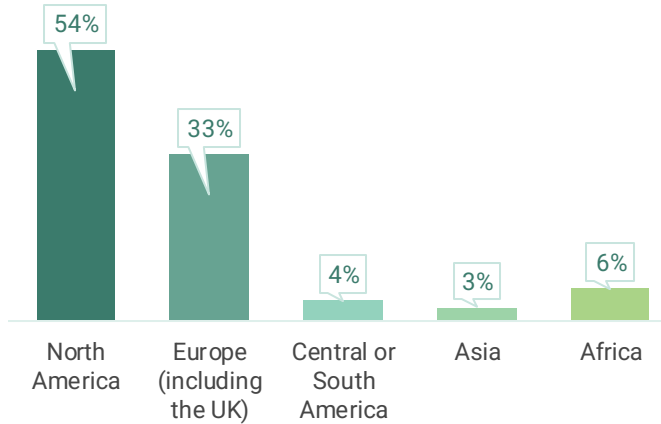
Survey respondents – 220 signed models from around the world completed our survey this year. These are the demographic details of those who responded.



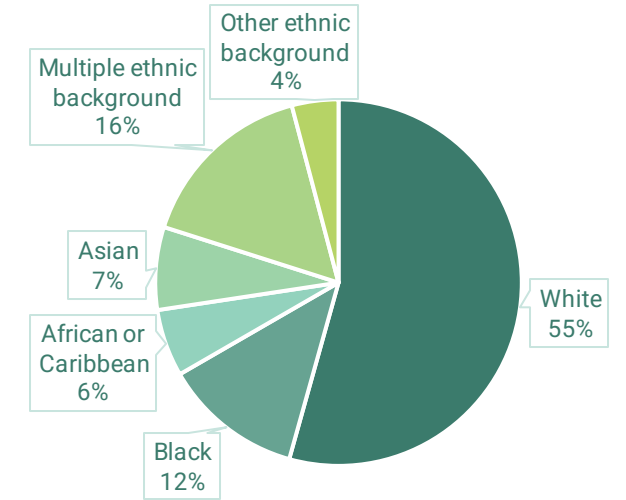
RESPONDENTS GENDER



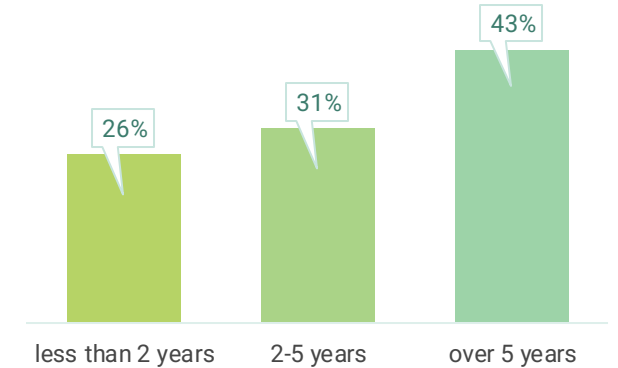
RESPONDENTS AGE



RESPONDENT LOCATION



RESPONDENTS ETHNICITY



RESPONDENTS YEARS MODELLING



46%
ARE OF MINORITY
ETHNIC GROUPS

*Compared 45% in '22

87%
ARE AGED 18-34

*Compared to 92% in '22

For further insights into the demographics of our survey's respondents, see page 17, where we illustrate any demographic disparities of their experiences by their demographics and total average scores.

MODEL KEY FINDINGS

These boxes provide a snapshot view of respondent findings from 2023's survey. Last year's results can be found by an * in each box for comparison.

74%
HAVE 2+ YEARS
MODELING
EXPERIENCE

*Compared to 80% in '22



220
SIGNED MODELS
RESPONDED

*Compared to 340 in '22


91%
ARE FEMALE

*Compared to 94% in '22



33% LIVE IN EUROPE
54% LIVE IN NORTH AMERICA

*Compared to 40% in Europe / 50% in North America in '22



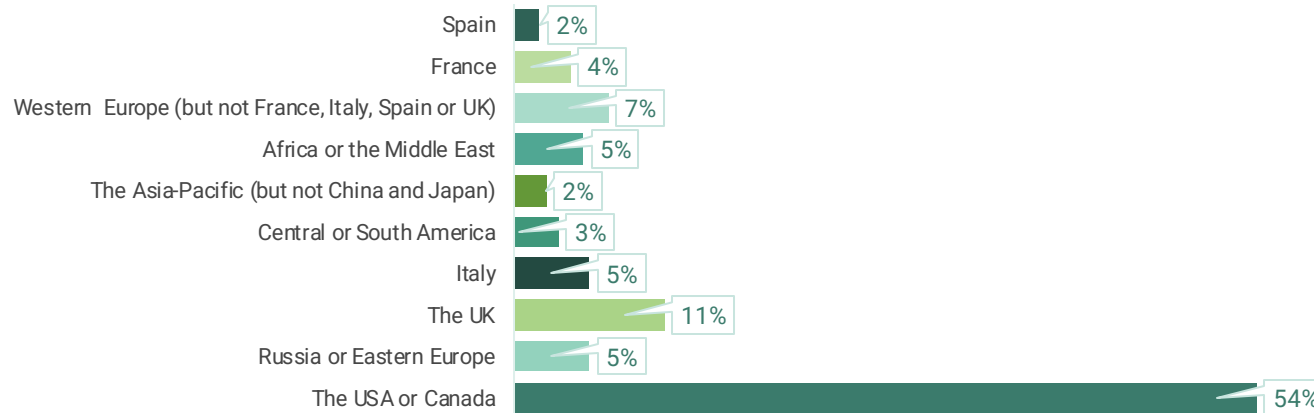
AGENCIES PERFORMANCE BENCHMARKS

AGENCIES BY THE NUMBERS

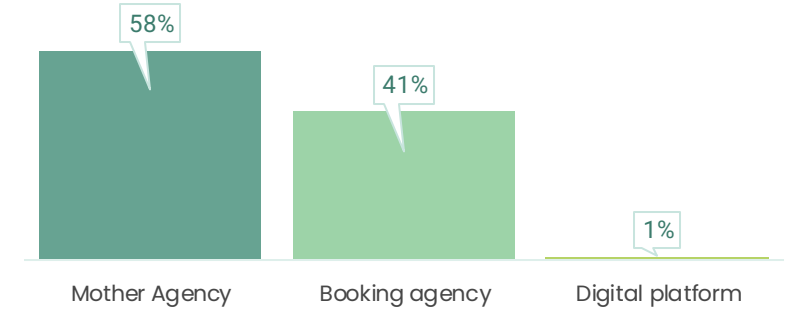
Demographics of the respondent's agencies

The numbers indicate how respondents labelled their agencies based on location, type, and size.

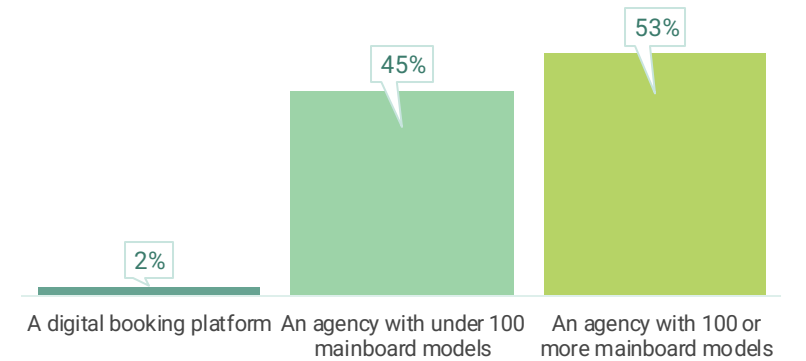
RESPONDENTS SIGNED AGENCY LOCATION



RESPONDENTS SIGNED AGENCY TYPE



RESPONDENTS SIGNED AGENCY SIZE

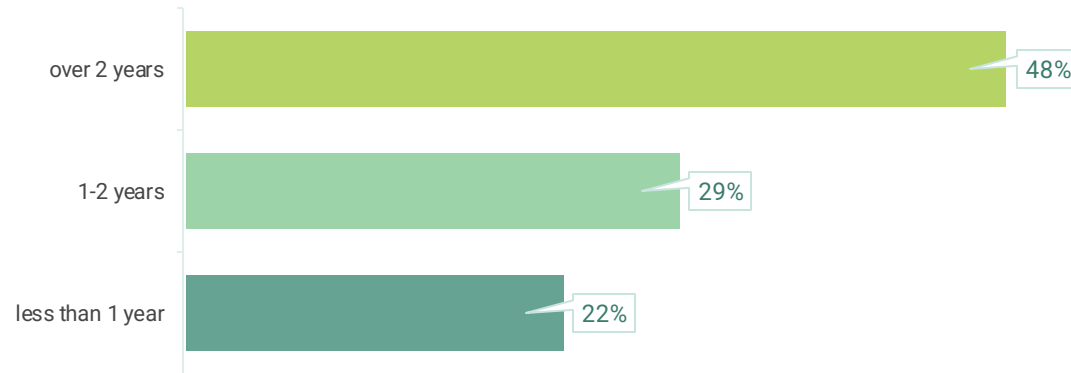


AGENCIES BY THE NUMBERS

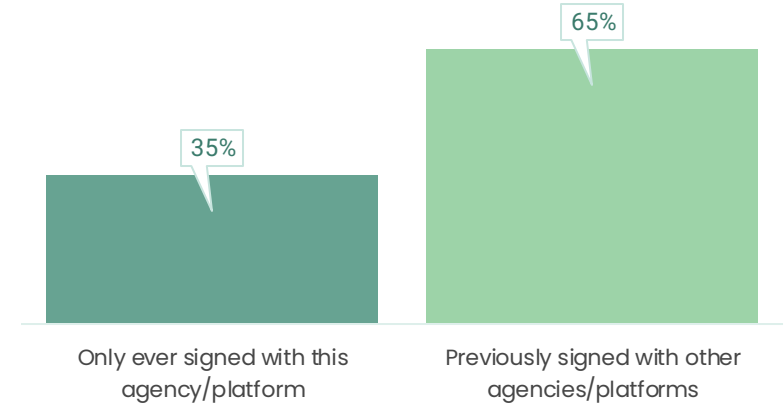
Demographics of our survey respondent's agencies

The numbers indicate how respondents labelled their agencies based on years signed to an agency, their experience of that agency, and how many model agencies they are signed to at one time.

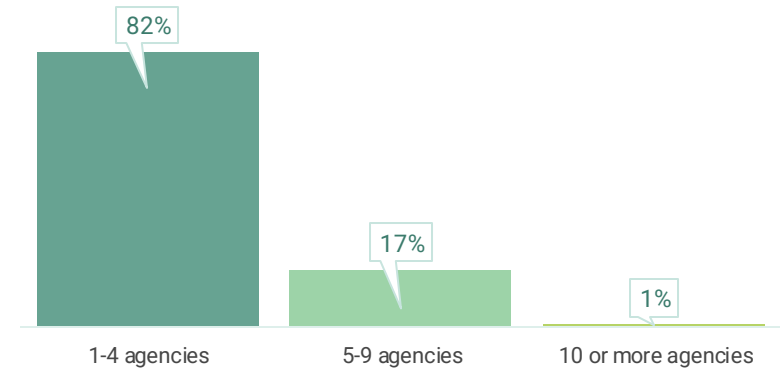
RESPONDENTS SIGNED TO THEIR CURRENT AGENCY IN YEARS



RESPONDENTS SIGNED AGENCY EXPERIENCE



RESPONDENTS SIGNED TO 1 OR MORE AGENCIES





58%
ARE MOTHER
AGENCIES

* Compared to 56% in '22

47
“BIG BRAND”
AGENCIES NAMED

*Compared to 39 in '22

An optional question was offered for respondents to name their agency if comfortable. Thus, we were able to identify the number of “Big Brand” agencies, defined as having 100 or more signed models, internationally recognized, and located in larger markets/cities.

AGENCY KEY FINDINGS

These boxes provide a snapshot view of agency findings from 2023’s survey. Last year’s results can be found by an * in each box for comparison.

53%
AGENCIES HAVE OVER
100 MAINBOARD
MODELS

* Compared 49% in '22



48%
SIGNED TO CURRENT
AGENCY FOR 2+ YEARS

*Compared to 51% in '22

105
TOTAL AGENCIES
NAMED

*Compared to 121 in '22



54% AGENCIES IN US/CANADA
33% AGENCIES IN EUROPE/UK

*Compared to 50% in North America and 40% in Europe and UK in '22

HISTORICAL COMPARISON

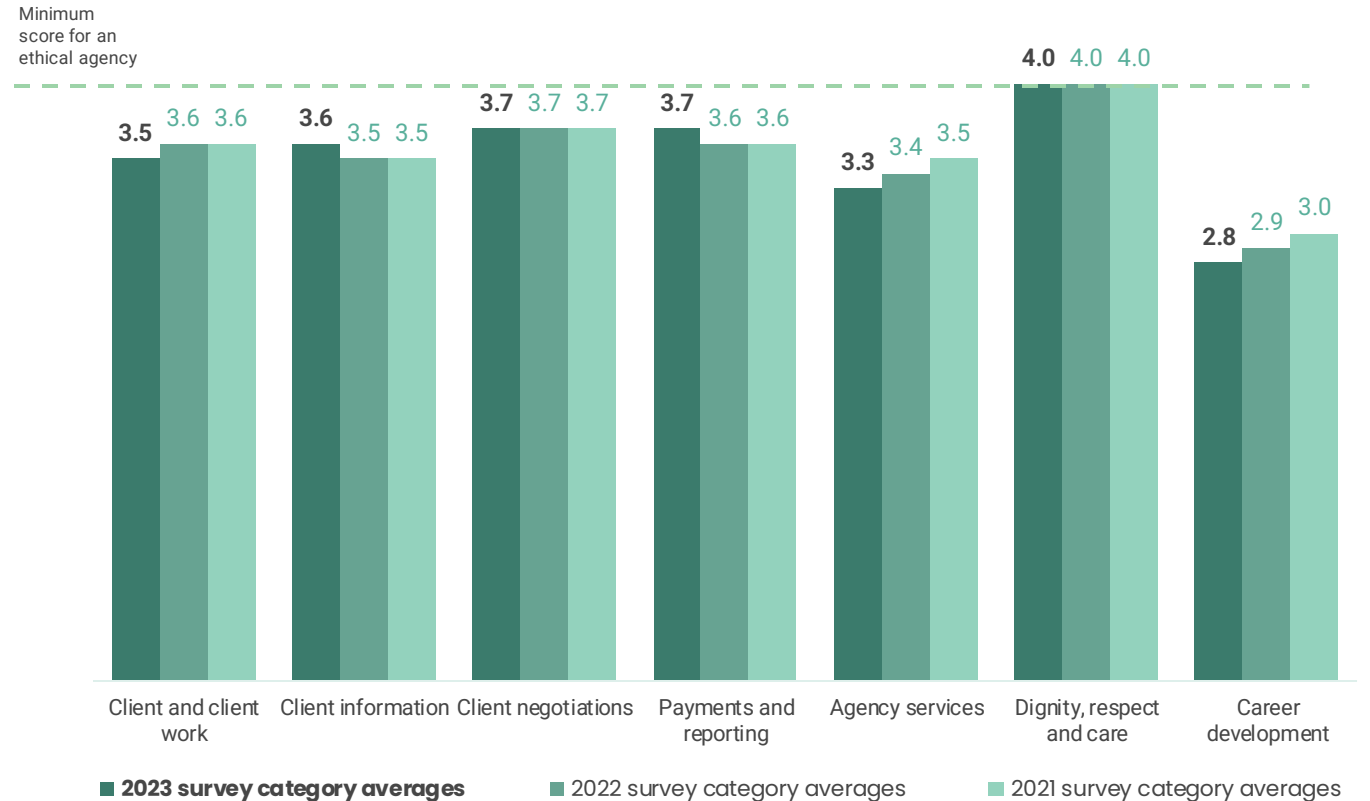
Analysis over 3 years, indicates that most agencies have not achieved the desired average score of 4.0-5.0 in each category, except: **Dignity, Care, and Respect**, which consistently hit the 4.0 mark over the three-year span.

As things have picked up since the pandemic, why is there no change? Our research shows that agencies are faced with brands demanding more for less and the negotiating power is harder as there are more models signed than there is work. However, the good news is boutique agencies get the balance right; make money for the model and themselves.

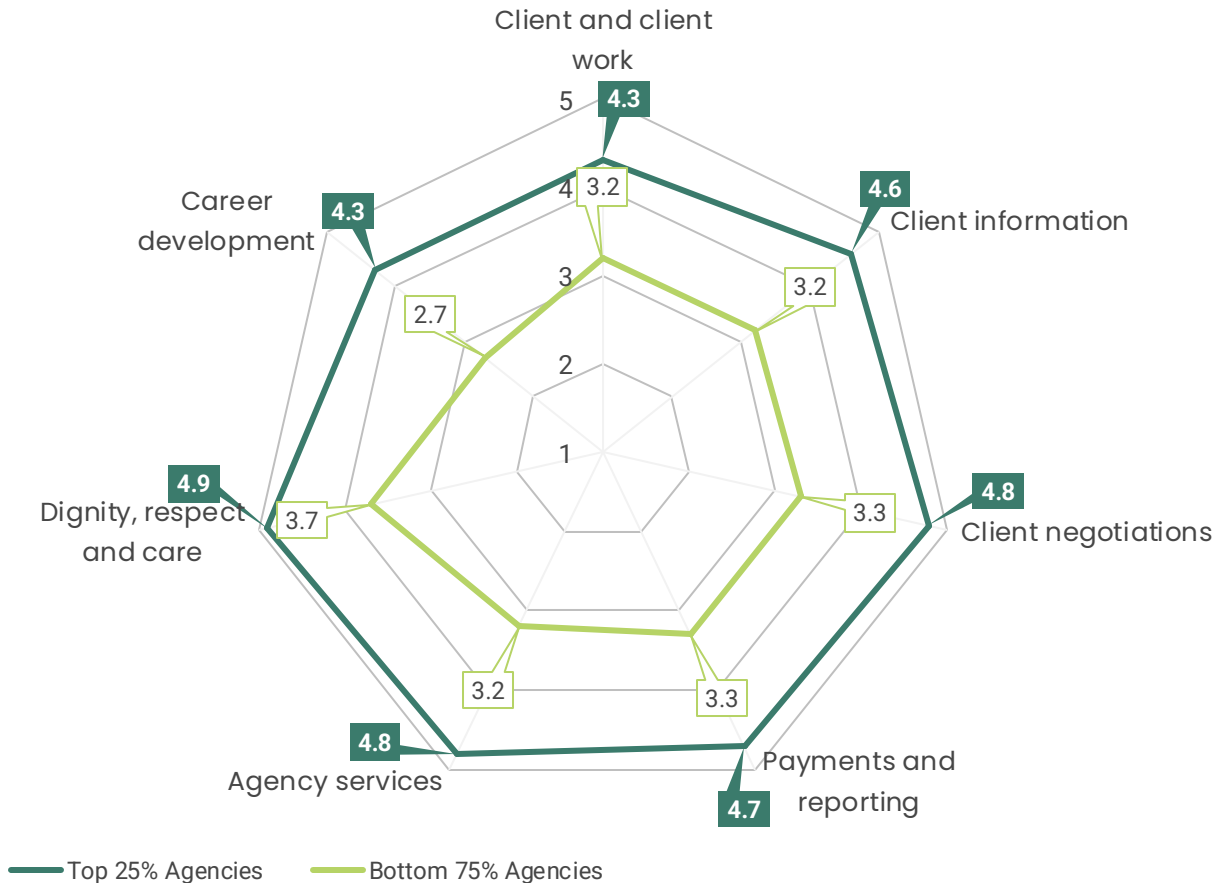
Here are a few findings: **Career Development** remains a low score. This is an area that is difficult for agencies because it is hard to put the time into development. They need therefore to outsource this. Ex-models, bookers, therapists exist to help in this area, to the benefit of the model and agency.

Client information is a low score and easy to resolve. A model is unable to perform when not given the appropriate information. If the job crosses the model's boundaries, it can cost time and money for the client, this causes reputational risk to the model and agency.

HISTORICAL COMPARISON OF OUR SURVEYS CATEGORIES



BEST PERFORMING vs. LOW PERFORMING AGENCIES



The graph to the left illustrates the 2023 total averages for top 25% of agencies performance vs. bottom 75% of agencies performance.

This graph visualizes the average scores achieved by these agencies across our seven survey categories.

As you can see, the top 25% of agencies have excelled, surpassing the required minimum target score of 4.0 across all categories. Their average scores range from 4.3 to an impressive 4.9, reflecting their commitment to ethical and high-performing services for their models.

While the bottom 75% of agencies are not meeting minimum target score of 4.0. Their average scores range from 2.7 to 3.7.

BEST PERFORMING AGENCIES IN DETAIL

The graph on the previous page illustrates total averages for the top 25% of agencies performance vs. bottom 75% of agencies performance.

The results highlight a significant disparity, with the top 25% of agencies compared to the bottom 75%.

The top 25% of agencies have excelled, surpassing the required minimum target score of 4.0 across all categories. Their average scores range from 4.3 to an impressive 4.9, reflecting their commitment to ethical and high-performing services for their models.

These results provide compelling evidence that agencies can indeed deliver exceptional representation for their signed models. A notable achievement within the top performing agencies is their outstanding performance in Career Development, which scored an impressive 4.3.

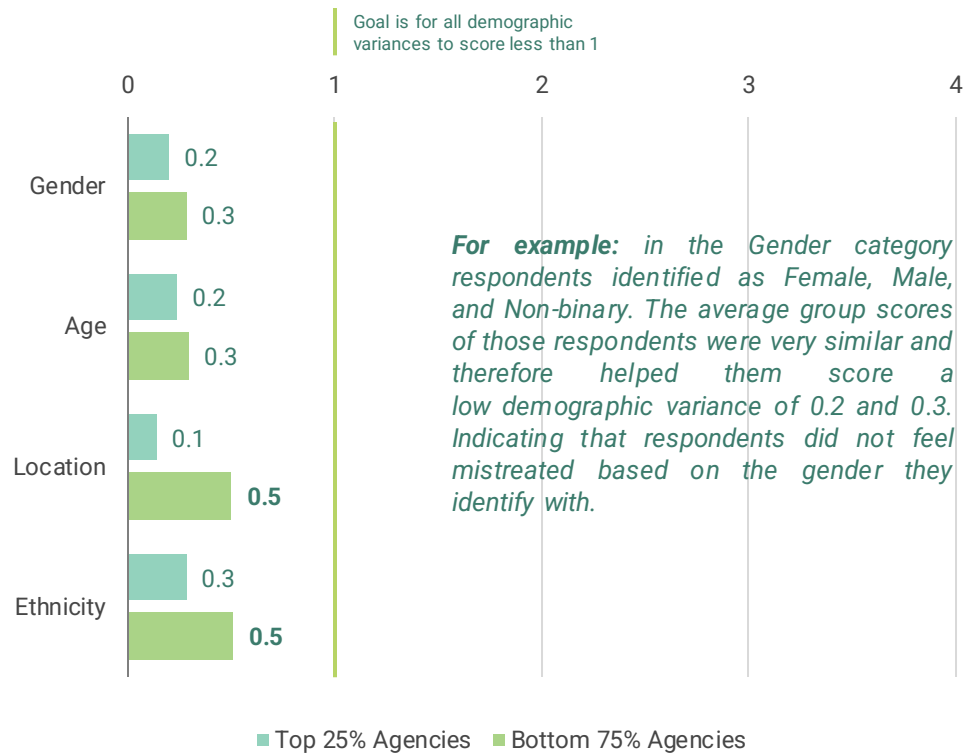
This marks the first time in our three-year survey that top performing agencies have not only reached, but exceeded, the minimum target score of 4.0 in this category. This accomplishment demonstrates their dedication to fostering models' professional growth and supporting their long-term success.

Conversely, the bottom performing agencies in this year's survey fell short of the mean score of 3.0, registering a dissatisfactory 2.7 in Career Development.

Another strong finding is the consistently high average score of 4.9 in the Dignity, Care, and Respect category among models represented by top performing agencies. This near-perfect score indicates that models working with these agencies express a high level of satisfaction regarding how they are treated.

Moving forward, it is crucial for agencies to learn from these top performing examples and work towards enhancing their practices.

DIVERSITY, EQUITY AND INCLUSION: DEMOGRAPHIC VARIANCE



The chart to the left shows if there is a variance in the treatment of people. Ideally, no matter the gender, ethnicity etc. we want people to be treated the same.

We would therefore like the score to be between 0 and 1, as this indicates no difference.

The **top 25% of agencies** exhibit exceptional performance with significantly low variance scores, reaffirming their commitment to equal treatment across all demographic categories.

Within **the bottom 75% of agencies**, Location and Ethnicity show higher average scores compared to top-performing agencies. Models identifying as Asian, particularly those living in Asia, report significantly lower satisfaction scores. Ongoing monitoring is necessary to understand potential changes.

- Notably, **no agencies from Asia ranked within the top 25% of agencies**, emphasizing the need for further research to explore underlying factors driving this disparity.



AGENCIES STRENGTHS & IMPROVEMENTS

FOUR STRENGTHS OF THE BEST PERFORMING AGENCIES

- We identified four categories as strengths for the best agencies in the industry for 2023.
- These four categories have been improving over the past three years. Something to celebrate.
- These four categories are positive signs that an agency can represent their models well.
- Further research is needed to identify why there has been a consistent improvement.
- High performing agencies communicate openly with their models. They provide good feedback and regular communication.



AGENCY SERVICES

Agency charges, informs, and provides high quality and reasonable prices for the services needed.

TOTAL AVERAGE SCORE:
4.8 out of 5



CLIENT NEGOTIATIONS

Agency acts quickly, negotiates fairly, and informs client according to the models needs and preferences.

TOTAL AVERAGE SCORE:
4.8 out of 5



PAYMENTS & REPORTING

Agency pays their models the correct amount within a reasonable time and provides clear financial updates.

TOTAL AVERAGE SCORE:
4.7 out of 5



DIGNITY, CARE, & RESPECT

Agency acts professionally towards model, treats them with dignity and respect and prioritises their mental and physical wellbeing over the client's demands.

TOTAL AVERAGE SCORE:
4.9 out of 5

THREE IMPROVEMENTS FOR POOR PERFORMING AGENCIES

- Models Trust found three areas of improvement from the survey results that agencies can work to improve upon. These areas are described below in the three boxes.
- **Career Development category** is still an industry-wide struggle for all agencies that did not meet our top 25% percentile but has improved overall.



CAREER DEVELOPMENT

- Provides constructive information, advice, and training on how to manage my social media account to best support my modeling career.
- Provides overall guidance for career, business and brand management.

TOTAL AVERAGE SCORE:
2.6 out of 5



CLIENTS AND CLIENT WORK

Finds enough work to sustain and progress model's career.

TOTAL AVERAGE SCORE
2.9 out of 5



AGENCY SERVICES

Provides me with high-quality services at a reasonable price (for example: test-shoots, website listings, live-away accommodation).

TOTAL AVERAGE SCORE:
3.2 out of 5

BECOME THE CHANGE



AGENCIES, BECOME MODELS TRUST CERTIFIED

As you have seen in this report, only the top 25% of agencies are performing exceptionally well. Often agencies wish to perform well but don't have the means to accurately measure and identify their performance. Models Trust helps close that gap.

Models Trust Certified Agencies distinguish themselves from the competition and signed models have confidence in their representation.



WHAT MODELS TRUST CERTIFIED AGENCIES ARE SAYING ...

“Improving an industry doesn’t happen with solo attempts. I was thrilled to meet and begin work with Models Trust in 2020 because I knew right away that their teams are genuine, and their efforts impact the industry far and wide. Sharing responsibility for the cleanup of our fashion industry is the only way to move forward.”

– **Briauna Mariah**
(www.wespeakmodels.com)

“Being a Models Trust Certified agency is much needed especially when an agency such as ours is the first of its kind who specializes in Transgender Fashion talent. It alleviates any guesswork between models and agencies' needs; ensuring a higher level of communication in a safe environment for both parties involved!”

– **Cecilio Asuncion**
(www.slaymodels.com)

“As a #ModelsTrustCertified agency, we're committed to continuing the already high standards and best practice set to foster a collaborative, trustworthy relationship with our models and industry individuals and encourage our models to use their voices for change. In addition, we are now part of Models Trust's Trust Club which is a hub of #ModelsTrustCertified agencies who, like us, are working towards making positive changes in the fashion industry.”

– **Gina Narang**
(www.alittlefly.com)

“We are thrilled to be Certified by Models Trust. Not only does the certification by Models Trust let potential models and their caretakers know that Nomad operates at the highest levels of ability and integrity, but the process of certification allows us to really hone in on those areas of management and agenting that might require more attention. It’s a win-win providing both helpful external promotion and internal improvement.”

– **Damon Rutland**
(www.nomadmgt.com)

“We are thrilled to be working with the Models Trust organization. They have been great with helping us navigate the models survey, and we very much look forward to all of the workshops and classes they offer.”

– **Maia Holmes**
(www.freedommodels.com)

MODELS, PLEASE SHARE THE RESULTS WITH YOUR AGENCY



SHARE YOUR AGENCY'S STRENGTHS

Is there a strength your agency does well that was mentioned in this report? **Share our report on Instagram and tag the agency** that is high-performing and ethical to compliment them.

Encourage them. Thank them.

SHARE WHAT YOU'VE LEARNED FROM THE REPORT

Email your booker, ask if they've seen our 2023 report, and **share some things that you've learned.**

If they haven't seen it, **share the report with them.**

SHARE HOW YOUR AGENCY CAN BE MODELS TRUST CERTIFIED

This is a great time to introduce your agency to our Models Trust's **agency feedback surveys**. Much like other benefits needed for a model's career (i.e. nutritionist, lawyer, accountant), models who are signed to agencies that conduct our survey and become certified have the extra benefit of knowing they're with a **high-performing and ethical agency**.

To learn more, [click here](#).

SHARE WITH YOUR COMMUNITY ON SOCIAL MEDIA

Help other models who may be in the process of **seeking new representation** and want an in-depth look of how well agencies are representing models currently. Or would like to look at how well their **current agency represents them**.



STAY @models_trust
CONNECTED www.modelstrust.com
info@modelstrust.com



MODELS
TRUST.

THANK YOU FOR
CONTRIBUTING TO A
BRIGHTER FUTURE.