

# Guidance on Apologising



**The Property Redress Scheme is a government authorised Consumer Redress Scheme for Lettings, Property Management and Estate Agents and other Property Professionals**

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Department for  
Communities and  
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# Guidance on Apologising

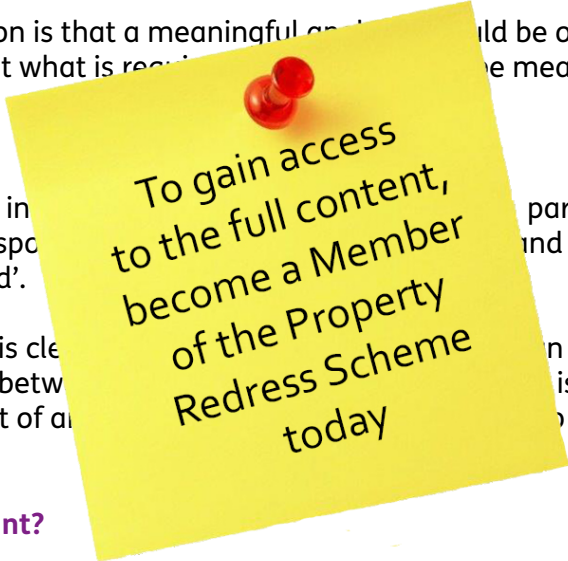
When the scheme Ombudsman investigates a complaint and finds un-remedied injustice or hardship, he will recommend what an organisation needs to do to put things right.

A common recommendation is that a meaningful apology should be offered by the offending member. This Guidance Note sets out what is required for an apology to be meaningful.

## What is an apology?

There are many definitions in use. One is 'an acknowledgment by the offender, acknowledges responsibility to the second party, the aggrieved'.

Whatever the definition, it is clear that an apology is an interactive exchange between two parties. It is for the recipient of an apology to accept the apology and forgive the offender.



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parties at which one party, the offender, acknowledges responsibility and expresses regret or remorse to a second party, the aggrieved'.

It is an expression of regret. An apology is as important as saying the right things. It is for the recipient of an apology to accept the apology and forgive the offender.

## What do complainants want?

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# Guidance on Apologising

Apologising is an important part of being a professional. It shows that you are taking responsibility for your actions and are committed to doing the right thing.

- Apologise as soon as you realise you have made a mistake.
- Be sincere and genuine in your apology.
- Acknowledge the impact of your actions on others.
- Offer to make amends or take steps to prevent the same mistake from happening again.
- Listen to the other person's response and be open to feedback.
- Do not make excuses or try to shift the blame onto someone else.

## Why Apologise?

Apologising is not just about saying "I'm sorry". It is a powerful tool for building trust, repairing relationships, and showing respect for others. It can also help to reduce stress and improve your overall well-being.

## What is a Sincere Apology?

A sincere apology is one that is genuine, honest, and takes full responsibility for the mistake. It is not a "half-hearted" or "backhanded" apology.

- It is specific and clearly states what you are apologising for.
- It shows that you understand the impact of your actions.
- It is offered without any conditions or expectations.
- It is accompanied by a commitment to change and prevent the same mistake from happening again.
- It is delivered in a respectful and professional manner.
- It is followed by a willingness to listen to the other person's response.

## Why Apologise?

Apologising is a key part of being a professional. It shows that you are taking responsibility for your actions and are committed to doing the right thing. It can also help to build trust and improve your relationships with others.

## What is a Sincere Apology?

A sincere apology is one that is genuine, honest, and takes full responsibility for the mistake. It is not a "half-hearted" or "backhanded" apology. It should be specific, clear, and show that you understand the impact of your actions.

- 1. Acknowledge the mistake and take responsibility for it.
- 2. Express your regret and show that you understand the impact of your actions.
- 3. Offer to make amends or take steps to prevent the same mistake from happening again.
- 4. Listen to the other person's response and be open to feedback.
- 5. Do not make excuses or try to shift the blame onto someone else.

Property Redress Scheme  
Premiere House | 1st Floor |  
Elstree Way |  
Borehamwood | WD6 1JH  
T. 0333 321 9418  
E. info@theprs.co.uk

[www.theprs.co.uk](http://www.theprs.co.uk)

HF Resolution Ltd trading as Property  
Redress Scheme Registered Office:  
Lumiere, Suite 1-3, 1st Floor, Elstree  
Way, Borehamwood, WD6 1JH

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