

**Technology provides opportunity for premium brand**



The technological evolution and adaption to remote working has lessened the importance of geographical location when it comes to operating a business within multiple regions. This is according to Nicky Stevenson, MD of Fine & Country UK, who says the integration of virtual platforms and processes have made it far easier to stay connected with offices and agents within various locations around the globe.

“As an international premium estate agency brand, we have licensees in several global locations. In the past, opening an office in a new global region would require a Master License to manage the brand in that particular country, however, as virtual platforms and remote working has been integrated into our way of doing business, we can now fully centrally-manage and service licensees in other parts of the world, from the UK. This allows the brand to expand at a faster rate globally, while ensuring that the standards of quality that have become synonymous with the brand are maintained,” says Stevenson.

Earlier this year Fine & Country hosted its first international virtual conference; and it has hosted several international webinars featuring various prime property investment hotspots, all of which were well attended. “While it is always nice to be able to meet in person, logistically virtual events open up far more possibilities for international delegates and a larger global audience,” adds Stevenson.

She adds that all of the training the brand provides is also now virtual, which means it is easily accessible to licensees and associates around the world. “Every month the brand holds a virtual Academy Series for agents who have recently joined Fine & Country. These training sessions provide the agents with all the information they require about the brand itself, as well as the various other services and tools they have available to them to successfully market properties within the luxury sector. This is in addition to specific training, for example, we run sessions on the various social media platforms available and how to effectively use them. Whether an agent is based in Hong Kong, South Africa or London, all licensees and associates have access to centralised-training and services, so we can ensure that the brand is represented in the right manner and the highest level of customer service is upheld,” comments Stevenson.

“As a brand we have embraced technology and the advantages it offers our global network. The pandemic has caused the world around us to evolve, and has revolutionised the way that we live, interact and work. Technology has not only helped our network engage more and stay connected, but it has also helped us to streamline the way we do business and become more effective and efficient in our service delivery to licensees and associates,” Stevenson concludes.

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**Editors Notes:**

Fine & Country specialises in the sale and rental of prime residential properties. The company has offices in 300 locations around the world including in the UK, Cape Verde, Cyprus, Ireland, Germany, Mauritius, Morocco, Romania, The Channel Islands, USA, Dubai, Egypt, France, Namibia, Portugal, Spain, South Africa, West Africa, Hong Kong, Australia and Hungary. Fine & Country has won Best Estate Agency Marketing and Best International Estate Agency Marketing seven times in the past 10 years at the International Property Awards.