

**Becoming an Associate is an excellent gateway to career progression**

According to Nicky Stevenson, MD of Fine & Country UK, the Associate model is an excellent gateway for agents who want to progress their career to becoming a licensee but may not initially want the overheads of a bricks and mortar office, especially considering the impact of the pandemic and how property professionals are currently working.  “Many of the Associates who have joined Fine & Country have done so with the intention of establishing themselves within the premium market in their area and then progressing to grow a team of Associates who will work under them. This option is the ideal gateway for agents who wish to earn more by breaking into the upper quartile and becoming a licensee without having to have the upfront costs of setting up an office in the initial stages,” she adds.

One such agent that has made the change from Associate to Licensee is Jack Rees, who has been operating within the South East region over the past six months. Initially starting as an Associate in July 2020, Rees was able to build up a substantial pipeline that has enabled him to take out a License. The License will provide him with the opportunity of building a team of Associates in Southampton and Romsey, which he is currently looking to recruit.  “The plan was always to progress and become a licensee but in all honestly it has happened far quicker than expected which I am grateful for. Joining Fine & Country and having the power of a well-known brand behind me has really helped to propel my career within the upper quartile of the market and has resulted in me being able to reach my goal far quicker than I had imagined. Plugging into a brand such as Fine & Country and having that brand recognition among sellers and buyers means that a fair portion of the work is done for you and it has certainly helped my career progress. Joining the brand has truly been the best business decision I have made,” says Rees.

Speaking about his success over the past six months, Rees adds: “Apart from being with a recognisable, quality brand, another aspect that has helped me build my pipeline is being consistent with the things I know produce results and utilising the power of social media marketing. I have focused on aspects that produce positive results and have been persistent in following through and providing good customer service. The blend of Fine & Country branding and marketing, along with my consistent effort in ensuring the level of customer service I provide remains high has proven to be a winning combination.”

He notes that he will have a workspace for Associates who don’t have the option to work from home, but he has no intention of opening a traditional style office on the high street.  “The pandemic has proven that working from home is a viable option for most and a high street office is not essential to an agent’s success.” Rees concludes.

For more information about an Associate position in Southampton and Romsey contact jack.rees@fineandcountry.com

**End**

**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.