

**Fine & Country has secured funding for agents who are aspiring to run their own office**

Premium estate agency group, Fine & Country is looking to continue its growth in metropolitan areas, particularly looking to open offices in Cambridge and selective London boroughs.

Daniel Harrington, Head of Growth at Fine & Country, says that the brand has extensive coverage throughout much of the UK, adding that Fine & Country has seen substantial growth over the years within the upper quartile of the market in areas with premium country and city properties. “More recently Fine & Country has also seen exceptional growth within London, signing several licensees and associates in various boroughs throughout the capital. Our goal is to continue expanding within the capital, as well as other prominent cities such as Cambridge where the brand is not currently represented,” he says.

“We currently have a number of high-net-worth investors with property backgrounds eager to invest in city locations. We are looking for motivated property professionals who have experience running an estate agency and are looking to take their career to the next level making the jump from working for a brand to having ownership and growing a team of successful agents,” adds Harrington.

He notes that several aspects have assisted Fine & Country to continue to expand its reach, such as the strong international network of property professionals and the brand’s unique marketing proposition. Another catalyst that has had a positive impact on the brand’s growth is the shift in consumer behaviour with buyers opting for larger homes with additional space. This re-evaluation of living arrangements and the desire for larger homes has pushed up demand at the premium end of the market. Fine & Country has seen a 37.4% increase in Sold Subject to Contract (SSTC) year-on-year figures during 2020 when compared with the number of sales in 2019.

“As an established brand within the upper quartile of the market, partnering with Fine & Country will provide property professionals wishing to get into the premium property market a platform to do so. Added to that, the fact that we have investors waiting to back property professionals who wish to join the network, makes the proposition that much more appealing. Taking a territory with the brand will open up doors to a large network with a substantial UK presence and international offices which in turn provides the opportunity for referrals both locally and abroad.”

He adds that while the brand’s London growth has been exceptional in recent months there are still boroughs available for other licensees. “We are looking for both associates and licensees in prime locations within London, particularly in Kensington and Hampstead. This is an opportunity for us as a network to increase our market share within the capital, as well as an opportunity for agents to possibly branch out in the premium sector where they could increase their revenue,” Harrington concludes.

For more information about a Fine & Country license, contact Daniel Harrington at daniel.harrington@fineandcountry.com

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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.