

**Fine & Country continues its expansion with its first licensee in Scotland**

The international premium estate agency, Fine & Country, has tapped into previous uncharted waters by signing up to a new licence in Scotland.  *Fine & Country South* *Scotland*, which officially opened at the beginning of this month is the first licensee to take on the brand north of the border.

Stuart Thomson, Director of *Fine & Country South Scotland*, says: “We are very excited to be joining the Fine & Country network and look forward to the opportunities that it presents for us in the prime property market in our area. As the first licensee in Scotland, we are proud to be establishing Fine & Country in this area and to be representing an international premium brand in our expanding and ever-popular local market.”

Mr Thomson adds that the team currently consists of two estate and land agents, both of whom are Members of the RICS, and a sales negotiator, together with back-room staff.  He notes that there are plans for further recruitment in the coming months including the addition of a senior property consultant. He comments that “the property market in the region has been very buoyant through the last twelve months with high demand from people relocating into the area following the lockdowns. We are expecting strong demand to continue throughout this year.”

Louisa McElroy, Managing Land Agent and Valuer at *Fine & Country South Scotland* says: “Our ‘patch’ is an extensive section of the South of Scotland covering all of Dumfries and Galloway, much of the Scottish Borders including Galashiels, Peebles, Kelso, Melrose, Hawick and Selkirk, as well as a little of South Lanarkshire including the lovely market town of Biggar. Our reach extends from Gretna Green in the South to Peebles in the North and from Coldstream in the East to Portpatrick on the very western shore of the Rhins of Galloway; this is approximately 170 miles east to west, which equates to a fairly substantial four-hours’ drive time, which will keep us busy.  Much of the area is exceptionally well connected to Glasgow, Edinburgh and Tyneside and to London, via the direct rail services from Newcastle or Carlisle, thus making the region the perfect place for you to work from home backed up by occasional commuting. And you certainly get more house for your money,” comments Louisa.

She adds that, as a principally rural area, there are large numbers of farms, small holdings, equestrian properties and country houses to be had and the major towns of the regions offer a diverse range of housing. “We have stunning houses with amazing views, some just 15 to 20 minutes from a town, or houses so remote you have to drive several miles up a forestry track to reach them with your nearest neighbours comfortably secluded several miles away.”  Louisa continues that “the area offers an escape and lifestyle change which has attracted people from all walks of life. As a result, we have a highly diverse population that includes professionals, retired people, families, and multi-generational families. With many businesses choosing to have more staff working from home and as connectivity improves through the drive to develop better rural broadband and mobile signals, we expect demand for the region’s finest houses to continue to grow and develop.”

Recognising that properties within the upper quartile of the market deserve a more tailored marketing approach and higher quality materials, the offices of *Fine and Country South Scotland* will take advantage of Fine & Country’s award-winning marketing service and are particularly keen to take advantage of the company’s global referral network to boost their business.

Nicky Stevenson, Managing Director of Fine & Country UK, says: “We are very pleased to have broken into a new territory for the brand and look forward to further growth within Scotland. Our goal is to continue to expand the brand’s reach and the opportunities that it presents for global referrals within our growing international network.”

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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.