

**Record month for Fine & Country Midlands**

Fine & Country Midlands celebrated a record month in October with 59 exchanges at an average property price of £914,105. Spread over 16 locations, Fine & Country Midlands is run by prominent industry figure, Sean Newman, who is a champion of the associate model offering agents the ability to work for themselves with the support of an international premium estate agency brand.

Newman attributes much of the success of Fine & Country Midlands to fact the associate model allows agents to focus on listing homes and selling homes. They do not get side-tracked with the usual reports, meetings, administration or must be stuck in an office answering calls. “They also focus on quality not quantity and limit the number of properties they deal with so they can spend more time with each homeowner and potential buyer. They also understand the importance of property presentation, video and social media marketing to attract as many buyers as possible,” he adds.

The results the associates have achieved in October speak to the success of the model and the calibre of agent working within the brand, with the top five associates exchanging £462,612 in the month, the top agent, Joanna Osborne from the Sutton Coldfield office exchanging £158,350 of that herself.

Nicky Stevenson, MD of Fine & Country UK, says that the Midlands offices were among the first to adopt the associate model, and with great success. “The Midlands associates have been an excellent example of how the model can benefit both agents and their customers. Professional, entrepreneurially-minded agents have uncapped earning potential and the flexible of working for themselves, while customers benefit from dealing with an incentivised and motivated associate, who will work tirelessly to achieve the best possible outcome,” she says.

Speaking about the attributes of makes an excellent associate, Newman says: “Our top Associates have number of attributes in common, they are all proactive. They don’t wait for buyers; they have proactive marketing techniques and strategies to generate interest in a property. They are also committed to delivering the highest standards of customer service and have a real passion for property presentation and marketing. Associates are forward thinking, using the latest tools, technology and embrace the changing markets. They are driven, positive and full of enthusiasm.”

He continues, “It is also not uncommon for associates to work outside of the usual nine to five, often working in the evening and weekends, which is when most buyers and sellers are available,” Newman adds. “Our associates are also experts in marketing and experts in negotiation, these two important skills will result in a higher sale price for a property. Customers will also be dealing with one individual through the whole process who will take care of everything from the start to the final move day,” he says.

Stevenson says that despite the challenges faced during 2020, it has been an exceptional year for both licensees and associates within the Fine & Country network. “According to TwentyCI data, Fine & Country SSTC figures are up 72% when compared to the same time last year, which is an amazing result. Many licensees and associates across the country are reporting their best months on record as homeowners continue to evaluate their lifestyle and choose to move with Fine & Country,” she concludes.

**-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, Cyprus, Ireland, Germany, Mauritius, The Channel Islands, 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 ten years at the International Property Awards.