

**Fine & Country continues to expand its presence in the capital**

Premium estate agency, Fine & Country continues to see accelerated growth in the capital with the signing of several more licensees and property professionals in London over the past three months. Daniel Harrington, London and International Head of Growth for Fine & Country, attributes the growth to the booming prime property market, along with the brand’s exceptionally strong network.

“I think many agencies struggled during lockdown and were looking to partner with a strong, established brand that would help them break into the upper quartile of the market and provide them with valuable points of differentiation. Whilst they were already successful in the middle market, partnering with Fine & Country has given them the platform they need to be able to tap into the upper end of the market and diversify their revenue streams,” says Harrington. “Working with a large network with a substantial UK presence and international offices also opens up the opportunity for referrals both locally and abroad.”

Harrington adds that with the prime property market outstripping other sectors, many agents are seeking to add a premium element to their existing offering. He adds that since the market reopened across the UK prime properties have seen the largest increase in demand, with four-bedroom detached homes and larger, seeing a 104% increase in sales agreed in August compared to last year. August prime property prices increased by 5.08% annually, with the average prime property selling for £1,039,950.

Harrington says that according to TwentyCI data, which reports on the last 12 months of listings, in the past three months Fine & Country has moved up ten places in London for properties listed over £1 million. Considering it is a year’s worth of data and Fine & Country’s growth in London has happened in the past three months, it makes the change that much more astonishing. “Fine & Country is among the top ten brands countrywide when looking at the number of listings over £1 million, however, when looking at the capital alone we were outside of the top ten. The rapid growth in London licensees has propelled us ten positions which is remarkable considering the short time frame in which it has happened,” he adds. “If our rate of growth in London continues to sustain its current levels, we will be among the top ten listing agents in capital in less than a year.”

According to Harrington, looking specifically at London, Fine & Country now has licensees covering Barnes, Belgravia, Bromley, Canary Wharf, Chelsea, Cockfosters, Esher, Fulham, Golders Green, Greenwich, Highgate, Holland Park, Islington, Loughton, Pall Mall, Putney, St Johns Wood, Stratford and Bow, Chiswick and of course Park Lane.  He adds that for the first time in the brand’s history, Fine & Country can now service clients anywhere in London. As a truly global city, expansion within London is a pivotal element in the brand’s global reach, with buyers from other regions such as Hong Kong, where the brand has just signed a new license, eager to invest in the capital.

He adds that while the brand’s London growth has been exceptional there are still boroughs available for other licensees. “There are still prime locations in the capital that we are hoping to expand to in the months ahead, particularly in Kensington and Hamstead. This is an opportunity for us as a network to increase our market share within London, 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 an 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.