

**Fine & Country expands its reach**

Despite the challenging times the property market has faced over the past few months, Fine & Country continues to expand its reach with its latest office opening in Olney, Milton Keynes. Opening its doors this month, Fine & Country Olney will be run by Haydn van Weenen, who has been a Partner in the brand for the last three years, working closely with colleagues in Northampton, St Neots, Banbury, Cambridge, and Milton Keynes.

A highly motivated entrepreneur and sales professional, van Weenen has a background of senior roles in a number of national and reputable independent agencies prior to founding Van Weenen estate agents in Olney in December 2002. During his 14-year tenure as owner of the business he was responsible for driving all aspects of operations including sales, marketing, client relationships, people management and administration.

“I successfully built up Van Weenen's to become one of the leading agencies in Olney and the surrounding villages. I successfully sold my agency to a regional company in 2015, remaining as a Director and Shareholder for two years to successfully oversee the transitionary period,” says van Weenen.

He now returns to Olney to open the new Fine & Country office having learned so much about life as well as business. “I have an in-depth knowledge of the local area, along with the backing of an international brand. I can offer my clients the highest levels of service along with the highest levels of presentation of marketing, and exposure as the only agent in Olney who is local, regional, national and international,” adds van Weenen. “I believe the ammunition and firepower Fine & Country brings to the table can’t be matched by other agents in the area, with national advertising campaigns and award-winning marketing platforms to promote properties further and wider to a great audience to maximize the sale price being achieved. I will also personally oversee the whole process from start to finish. From initially valuing the home to ultimately handing over the keys on moving day.”

According to van Weenen, the new office enjoys a prominent position just of the Market Square, in a building steeped with history. “Initially we will be using the front part of the building as a show room of our properties, with a state-of-the-art window display of A3 LED backlit window displays. By the end of the year we hope to be expanding into the rear of the building as we need to recruit more associates,” he says. “To start there will be three staff members based in the office, including myself. This is in addition to the other members of the team who are currently based in Stony Stratford, who all live locally.”

Nicky Stevenson, MD of Fine & Country UK, said: “We are very excited about the brand’s establishment in Olney and are eager to see the business flourish. The combination of Haydn’s industry experience and firm grasp of the local market, with Fine & Country’s premium marketing services will be a winning combination that will produce amazing results and offer an exceptional estate agency experience.”

Van Weenen says that the office will focus on the premium market. “We have already successfully agreed sales and completed on a number of properties already,” he adds. “We don’t just sell within the upper quartile of the market but typically, we market homes through Fine & Country which are of a value of £400,000 and above. We are more expensive than all the other agents in Olney but for that reason, please ring me and ask why. The cheapest agent often ends up being the most expensive if they don’t achieve the right price for your home. Furthermore, if an agent is charging only 1% and only valuing themselves at that, surely they will be offering a 1% service proposition?”

He continues, “When someone instructs Fine & Country Olney, they get me and the entire team looking after them, offering the highest levels of service, and negotiating the best possible price for their home. Our clients get my unwavering determination and effort to achieve the best price possible. My families’ name and reputation is everything to me, and now I carry the Fine and Country name, it is paramount importance to do what I say I will do, and offer a first class service and make our clients feel proud to recommend Fine & Country to friends and family,” says Haydn van Weenen.

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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, Cyprus, Ireland, Germany, Mauritius, The Channel Islands, France, Namibia, Portugal, Spain, South Africa, West Africa, Russia, 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.