

**Fine & Country grows its presence in the capital**

Since May this year premium estate agency brand, Fine & Country has signed nine new licenses in London, growing its reach within the capital. Six of the licenses are new companies joining the brand for the first time, with the other three existing licensees that have taken on additional territories. The new offices enjoy prime locations in areas such as Belgravia, Islington, St Johns Wood, Golders Green and Holland Park to name a few.  Fine & Country Richmond has expanded to take on Barnes and Sheen, as well as Esher, and Fine & Country West London, has now expanded to include Fulham.

Daniel Harrington, London and International Head of Growth for Fine & Country, says that two of the licensees signed in May just after the market reopened, with four more joining in June and three this month.  “Despite the uncertainty experienced over the past few months, Fine & Country has continued to grow within the Capital as agents focus on the premium market and the benefit of a national and international referral network.  With offices in London and throughout the UK the Fine & Country network allows clients looking to relocate to do so easily with the support of experienced property professionals,” says Harrington.

He adds that according to data from TwentyCI, since reopening the property market has been ahead of figures seen in 2019, with properties in the highest price band of £1 million and higher coming to the market in June at a rate which is 47% higher than last year.  Traffic to the Fine & Country website in July was up 62% year on year and the brand’s SSTC figures are also higher than this time last year. As a result, many estate agents are looking for the backing of an established brand to assist them to gain traction in the lucrative upper echelons of the property market.  “Partnering with a brand such as Fine & Country opens the door for agents into the upper end of the market, allowing them to diversify and widen their market,” Harrington comments.

According to Nicky Stevenson, MD of Fine & Country UK, the brand’s growth is not just limited to licensees in the Capital. “Along with the nine new licensees in London, we have also added new licensees in Wales, Northumberland and Cheshire, as well as seven Associates joining the office in Park Lane office looking to grow their business as the premium market continues along its upward trajectory,” 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, Cape Verde, Cyprus, Ireland, Germany, Mauritius, Morocco, Romania, The Channel Islands, USA, Dubai, Egypt, 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.