

**Premium estate agent expands to West Wales**



Fine & Country continues to expand its reach with its newest licence opening in West Wales.  Fine & Country West Wales, which opens its doors on 1st September, will be run by Nigel Salmon, an experienced property professional and business owner.

Over the past 12 years, Nigel has grown his existing business into an award-winning company specialising in finding the right property for their clientele. He has done so through constant innovation and surrounding himself with the brightest people of which he is always looking to join his team. He hopes to emulate his success in West Wales, combining his expertise with the backing of an established premium estate agency brand.

“A secret to the success of the other businesses I am involved in is building the right partnerships, investing in staff and training, and most importantly, service. Fine & Country offers clients a first-class marketing experience which few can rival. The brand’s innovative marketing approach, along with my experience and expertise, should prove to be a winning combination that will accelerate the office’s growth,” says Nigel.

Fine & Country West Wales will initially cover Ceredigion, and parts of Carmarthenshire, including the county towns of Aberystwyth, Tregaron, Lampeter, Aberaeron and Newquay. This equates to approximately 50,000 people and around 20,000 properties. “While it will be initially me in the office to start with, we will be looking for associates to join as soon as possible,” Nigel adds. “Our goal is to become the premium estate agent of choice in the area, ensuring that we always work towards the best outcome for our clients. I am committed to the highest standards of integrity within the industry and promise that all clients will receive my full attention in delivering exceptional service.”

He continues that there is a lot of potential in the area, especially with the market strengthening since lockdown and many people from out of town looking for a change of lifestyle.  “The region is peaceful, rural, traditional and unspoilt. Its slow pace of change is exactly why it has become so popular, offering residents a home where the crime rate is low, the beaches are deserted, there are less crowds and family values are a priority. There are a lot of buyers looking to retire to the area, and now also people looking for affordable homes that offer them the space to work from home either full time or at least part-time. The area offers country houses, old farmhouses, large character homes and cottages, generally around the £300,000 to £500,000 price range. Buyers will definitely find more home for their money in West Wales than they would in other parts of the UK,” says Nigel.

Nicky Stevenson, MD of Fine & Country, welcomes Nigel to the brand, saying: “We are excited about the new office in West Wales and having Nigel join the Fine & Country fold. His years of experience growing successful businesses within the property sector will be an asset to the brand and we are excited to see the office’s development moving forward.”

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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, Germany, Mauritius, The Channel Islands, USA, 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.