

**Fine & Country appoints a new Global CEO**



The fastest growing premium estate agency brand in the UK, Fine & Country has further strengthened its executive team by appointing Simon Leadbetter as its Global CEO. Leadbetter joins the brand with a wealth of business and marketing experience, having over two decades of global corporate experience working with a few of the country’s top estate agency brands.

Leadbetter has been the Group Marketing Director for the UK’s largest estate agency group Countrywide Plc, the Global Head of Marketing, Communications & Digital for Knight Frank LLP and Chief Marketing Officer of Keller Williams UK. For more than five years he has worked across all segments of the property sector, gaining knowledge on commercial, residential, sales, lettings, conveyancing, and finance.

To continue the momentum and assist Fine & Country in reaching the number one spot in the international premium market, the brand has made several key appointments in the past two years with Nicky Stevenson stepping into the role as MD of the UK, Daniel Harrington heading up international growth, and Jonathan Handford as Director of Fine & Country UK.

Leadbetter says: "I'm delighted to be joining the brilliant team at Fine & Country. As an onlooker, I have always been impressed by the strength of the brand and its truly exceptional customer feedback. It will be an honour to work with the many talented people of Fine & Country and take its customer experience ethos global."

Jon Cooke, interim Global CEO of Fine & Country, says: “Simon’s business savvy and extensive marketing experience will be an asset to the brand and will help us to further expand and gain traction in reaching the number one spot in the premium market.  He has worked with some of the top names in the industry and his wealth of knowledge will assist the brand to achieve its vision of being the agent of choice within the upper quartile of the market internationally.”

Nicky Stevenson, MD of Fine & Country UK, says “I am delighted to welcome Simon to the Fine & Country executive team and look forward to working with him to further enhance the brand’s offering. His in-depth industry and marketing experience will be invaluable in growing the brand and supporting our increasing international network.”

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**Editors Notes:**

Fine & Country specialises in the sale and rental of prime residential properties. The company is in over 300 locations worldwide including Hong Kong, South Africa and Australia. 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.