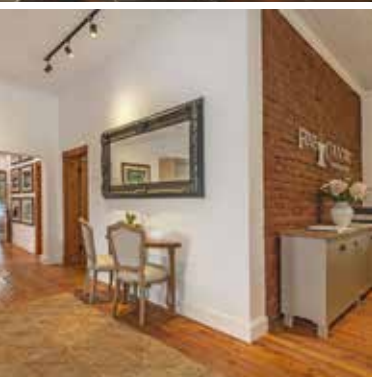
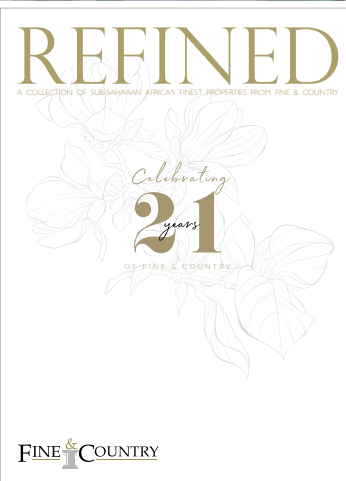
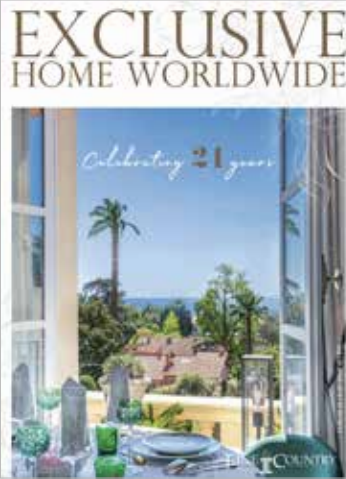


FINE & COUNTRY SOUTH AFRICA BECOME A LICENSEE



We value the little things that make a home

FINE & COUNTRY



THE COMPANY

Fine & Country is a global network of property professionals who specialise in the marketing, sale and rental of prime real estate.

Our multi-award-winning Brand is available to and designed for Real Estate Professionals, who wish to increase market share, or launch their businesses in the premium property market, worldwide.

We deliver all of the Branding, marketing, technical support and widespread exposure needed to create clear points of differentiation over the competition, allowing our network to focus on building their portfolio of premium properties.

With Fine & Country, Agents combine their local knowledge with the strength of an international licenced network of businesses operating under the same Brand.

Fine & Country currently has a presence in over 300 locations worldwide, with more than 10% of these represented in Sub-Saharan Africa, and growing. The network, which is continually expanding, can be found in the UK, South Africa, Namibia, Zimbabwe, Mauritius, Spain, Portugal, France, Thailand, Australia, Germany and Switzerland.



FINE & COUNTRY SOUTH AFRICA

Fine & Country South Africa was introduced as a premium real estate Brand in 2006, after a decision was taken to deliver the UK-based high quality real estate service to our local markets. We remain a premium real estate Brand, now with access to a truly global network of the best Real Estate Professionals. We continue to apply our premium approach to marketing properties and developments in Southern Africa.

We know the art of successfully selling exquisite, premium properties, and in our experience, there are three guiding principles to maximising the sales price of a property and ensuring a successful sale.

The widespread exposure of prime residential properties is crucial. In today's market, the mobility of buyers is greater than ever, and they could come from, quite literally, anywhere. Utilising the latest technology, we have created a marketing strategy to target a suitable geo-demographic profile of potential buyers around the world.

Our operations are run from the Fine & Country South Africa offices, located in Sandton. We are an equal opportunity employer. F&C SA provides the support framework both operationally and in terms of a premium marketing suite to ensure that clients receive a best-in-class service and experience.



PEOPLE-
FOCUSED



INNOVATIVE



PASSIONATE



HONEST



SUPPORTIVE
COLLABORATIVE



COMMITTED TO
OUR COMMUNITY

VISION

To be a socially conscious business that delivers a curated and innovative property experience so as to engage and enrich the lives of the real estate communities we serve, driving maximum value across the property spectrum.

To unlock our Brand's voice and personality of refinement, elegance, "whisper not shout", innovation, aspiration, inclusive, community, sustainability, value and empowering.



To find out more about recruiting Fine & Country Agent or Licensee - get in touch with Fine & Country South Africa.

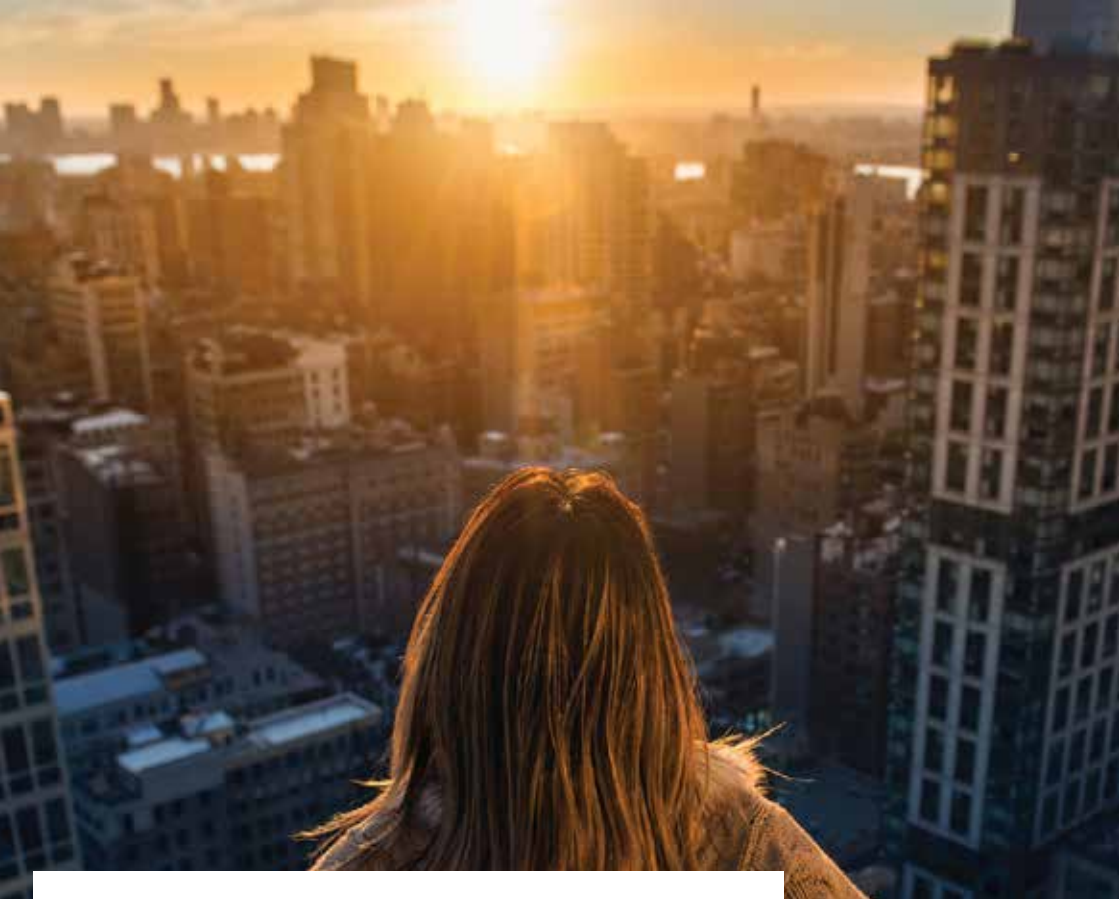
MISSION

Re-Imagine a unique Premium Property experience to all communities, by delivering innovative, empowering and sustainable solutions designed to inspire a life that can be lived.

VALUES

- Simplicity
- Collaboration
- Empowerment
- Sustainability
- Discover our "why"
- Global Brand





OUR CULTURE

At Fine & Country we provide the best service to our clients, stakeholders, the property professionals within our network, and beyond. We operate at the highest standards and make a positive impact in everything we do.

Our six enduring core values shape the Fine & Country culture throughout our network and define the way we work. Our values serve as a foundation in how we act and our every-day decisions.



WHAT IS A LICENCE?

The licence structure adopted by Fine & Country allows the entrepreneur to utilise the Brand and its marketing, whilst retaining the freedom to operate their business independently.

Fine & Country operates a territorial licence agreement ensuring each Licensee demonstrates unparalleled local expertise within a global Brand.

Each Licensee pays an affordable fixed monthly licence fee as well as variable fees on turnover.

This way each Licensee can afford to invest in marketing and promotion while obtaining a maximum return on investment.

The Fine & Country licence gives you the freedom to run your business independently under one shared international Brand with a common vision and purpose.

In order to develop a Brand known for trust and confidence amongst consumers, Fine & Country Licensees are carefully selected and vetted.



THE IMPORTANCE OF EXPOSURE

The widespread exposure of prime residential properties is crucial. In today's market, the mobility of buyers is greater than ever and they could come from, quite literally, anywhere – through local and regional marketing, national magazines as well internationally using interactive technologies.

With this in mind, we have created a marketing strategy that specifically targets suitable potential buyers around the world.

Fine & Country is a nationally and internationally recognised premium Brand with offices in over 300 locations throughout the UK, South Africa, Namibia, Zimbabwe, Mauritius, Spain, Portugal, France, Germany, Hungary, Australia, Thailand and Switzerland.



INTERNATIONAL FOOTPRINT

Fine & Country South Africa is part of a truly global real estate Brand that operates in 300 locations worldwide and is still expanding.

INTERNATIONAL REFERRALS

Our expansive international footprint gives us unparalleled access to a network of buyers and international Real Estate Professionals. This global referral system allows us to extend a property's exposure well beyond the South African borders and target a truly international audience.



NAMIBIA

ZIMBABWE



SOUTH AFRICA

NATIONAL FOOTPRINT

The map above represents Fine & Country South Africa's footprint in Sub-Saharan Africa. We enjoy working with passionate, like-minded individuals who have customer service at their core. With this in mind we have carefully and considerably curated Licensees who mirror our values and culture to join the Fine & Country Brand.

At Fine & Country, we offer a refreshing approach to selling properties, combining individual flair and attention to detail with the expertise of local property professionals to create a strong international network, with powerful marketing capabilities.

Moving home is one of the most important decisions a client will make; a home is both a financial and an emotional investment. We understand that it's the little things – without a price tag – that make a house a home, and this makes us a valuable partner when it comes to the sale of a property. We recognise that each property is unique and requires a tailored approach to marketing. Our bespoke service adopts a lifestyle approach to the promotion of property, combined with an efficient sales process and excellent customer service.

WHY FINE & COUNTRY

The Fine & Country network is home to some of the most successful and proficient Real Estate Professionals in the industry globally, who operate according to strict codes of conduct to ensure continuity and maintain the Brands’ exceptional standards.

Every Fine & Country Agent is carefully selected to ensure high standards of service throughout the global network.

Our bespoke service adopts a lifestyle approach to the promotion of property, combined with an efficient sales process and excellent customer service. Fine & Country’s knowledgeable Agents are passionate about our customers’ property journeys and providing a premium service to all clients.

SALES
Residential
Commercial
Agricultural
New Developments

RENTALS
Residential
Sectional Title
Holiday Lettings



SERVICES

Buying a Property
Letting a Property
Open Houses
Discreet Marketing

Property Valuations
Staging & Styling
Home Loans



Premium

Modern

99.48%

Property

of people who used us to sell their home
would recommend us to family and friends*

Quality

Luxury

Desirable

Service

Prestige

LIFESTYLE MARKETING

LIFESTYLE PROPERTY SPECIALISTS

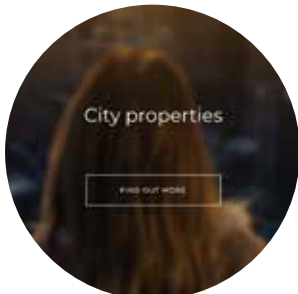
We specialise in the marketing and sale of lifestyle properties and offer a tailored marketing service to meet the needs of specific markets. Whether a client wants to hear the sound of the sea when they wake up in the morning, or step onto the fairway after breakfast, Fine & Country has the perfect match for their dreams.



Security estates

[Find out more](#)

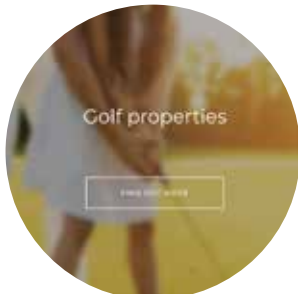
Estates offer the ultimate in privacy and security as well as a safe space for kids, and some even offer every conceivable amenity, we are perfectly equipped to assist clients on the hunt for their dream lifestyle estate.



City properties

[Find out more](#)

We get the city living lifestyle. The vibrant atmosphere, a plethora of bars, restaurants, cafés and clubs. A convenient central location or vibrant business precincts, we specialise in city pads for the urban spirits.



Golf properties

[Find out more](#)


When a dream home is a stone's throw from the green, look no further than Fine & Country Golf Living.



Equestrian properties

[Find out more](#)

Whether it's simply a home with stables and paddocks, to full riding schools and training yards, the Fine & Country Equestrian Living division is equipped to market and sell any type of equestrian property.



Agricultural, land, farms and small-holdings

[Find out more](#)

Looking for an economically viable and sustainable farming enterprise or an idyllic lifestyle property with wide open spaces and tranquil views away from the hustle and bustle of the city, we have the solution.



Coastal and waterside properties

[Find out more](#)

A property at the water's edge is the epitome of the waterside lifestyle; the holiday-like views, the wildlife, the relaxing environment and the potential for water pursuits.

*We value
the little things*



We value the little things that make a home

We understand the value of a property, but we also know that a home is worth more than the sum of its parts; it's our appreciation of the little details – which don't have a price tag – that make us a valued partner, whether you are buying or selling.

MARKETING WITH FINE & COUNTRY

GUIDING PRINCIPLES

We know the art of successfully selling exquisite, premium properties, and in our experience, there are three guiding principles to maximising the sale price of your property and ensuring a successful sale. Everything that we discuss with a client will be one or a combination of these three elements, because when a client selects Fine & Country, we are dedicated to valuing the little things that make a home.

P WE VALUE PRESENTATION

Every home is unique and at Fine & Country, we ensure every property is portrayed in its absolute best light. With a combination of professional photography and videography, as well as exquisite brochures we can perfectly portray the unique details and lifestyle of a home.

E WE VALUE EXPOSURE

The widespread exposure of prime residential properties is crucial. Buyers of premium properties are generally not constrained by such influences as specific location, proximity to public transportation or local amenities.

S WE VALUE SERVICE

We ensure that each sale is as smooth as possible through regular communication and reviews of our bespoke marketing strategy.

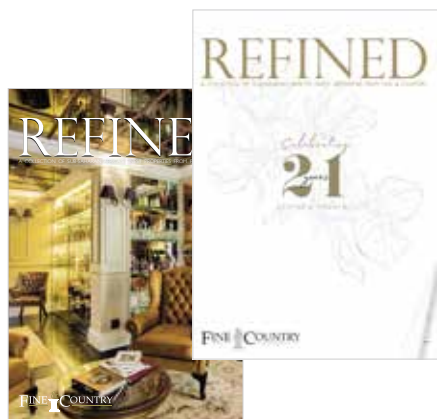


Ask about our Bespoke Marketing Strategy.



PUBLICATIONS

Our range of publications provide a selection of some of the finest properties for sale alongside lifestyle articles and are available from any Fine & Country office or electronically on the Fine & Country website.



Refined

Refined is our signature national publication, showcasing Fine & Country's best properties across the South Africa, combined with lifestyle editorial. A significant print-run is delivered to our national offices across the South African network as well as to select airport lounges in strategic locations. Digitally distributed to a subscriber database of 10 000 curated clients.

The Refined magazine is a powerful tool for differentiating yourself to your clients and obtaining exclusive instructions.

You can view the latest copies of Refined and Exclusive Home Worldwide at <https://www.fineandcountry.co.za>.



Exclusive Home Worldwide

Exclusive Home Worldwide (EHW) is an international lifestyle property magazine focusing on people interested in international living. It is distributed globally via the Fine & Country Agent network and sent digitally to the 120,000 high-net-worth customers globally.



Collection

This is UK's locally produced magazine, features a large selection of their premium properties in addition to international homes on the market, alongside lifestyle editorial and carefully selected advertising.

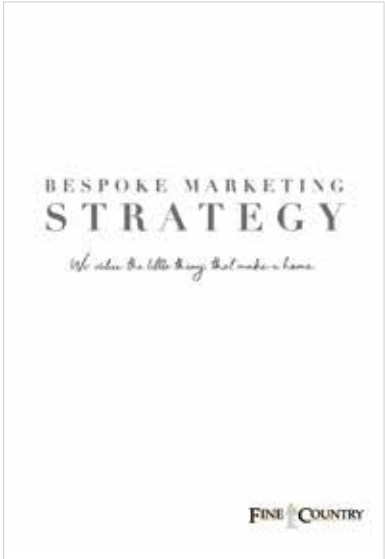
BESPOKE MARKETING STRATEGY

This menu allows you to clearly showcase the distinct offerings of Fine & Country within your market appraisal appointments, guiding the seller through our exposure, presentation and service strategy. Personalise to your office with testimonials, meet the team and your own fee structure.

Available in both print and digital formats.



Ask to view our Bespoke Marketing Strategy.



A STRATEGY FOR SUCCESS

This concise brochure highlights Fine & Country's unique selling points and explains how each one benefits your client.



THE FINE & COUNTRY WEBSITE



The new website has been designed to deliver a best-in-class, global Fine & Country experience, while increasing awareness of the international structure of the Brand and delivering a site which stands out from competition in the premium band of the market and enhances the customer journey to drive business as well as additional revenue across the network internationally.

A BEST-IN-CLASS GLOBAL WEBSITE

- The new site has a global property search, meaning customers can search for properties, quite literally anywhere, from one central search function.
- Country pages are also translated into multiple native languages and property listings in 108 dialects, via Google Translate.
- There is also an integrated currency converter.

ENHANCE THE CUSTOMER JOURNEY TO DRIVE BUSINESS

- The improved search facility within each country site allows you to search by person (Agent) as well as location.
- Agents can have their own dedicated profile page to connect with their customers.
- Improved property location map with information on local amenities.

STAND OUT FROM THE COMPETITION

- New 'Case Studies' page to highlight successes.
- Events page to promote local and national events you will be attending.
- New Development pages designed specifically to showcase all the relevant information and documents.
- A new 'Why Fine & Country' page which showcases our mission, vision and values.
- A Marketing page displaying our unique strategy of presentation, exposure and service.

IMPROVED FUNCTIONALITY

- Your own access to the CMS to edit and add your own pages.
- Access to an SEO tool within the CMS to optimise your pages and create tracking links for your digital campaigns. Access Google Analytics.

YOUR MICROSITE

Each Fine & Country location is given a microsite within fineandcountry.com. Your microsite is a hugely powerful marketing tool.



HOME AND CONTACT PAGES

Whilst these may seem like the most straightforward pages, it is integral that the details here are kept up-to-date and relevant to your office. The Home page could shape someone's first impression of your business so make sure it's a positive one.

MEET THE TEAM

Adding your team members makes your microsite more personable and ensures customers can find and contact you as easily as possible. Team members will be recognised on Google search, meaning if a potential client has spoken to someone in your office but misplaced their contact details, they will easily be able to find and contact them, simply through a Google search.



LOCATION GUIDES

Location guides not only show off the beautiful areas within your territory, highlighting the reasons they're desirable places to live, but increase the chance of people landing on your microsite.

Imagine someone is looking at visiting a local attraction in your area, they search for it online and thanks to SEO, a link to your location guide – which features that attraction – appears. This is a straightforward way to increase the visibility of the Fine & Country Brand and reinforce your credibility as an expert in the local area.

CASE STUDIES

We all know the power of testimonials and the Case Studies section of your microsite is the perfect place to compile a library of all your success stories to help drive more business.

DIGITAL HUB

We give you the tools to develop a bespoke marketing strategy for each of your properties.

There is an extensive range of options available to you on the Digital Hub, within the Members' Hub. These can be used to either target a specific area, promote a property or increase Brand awareness. It is a simple and cost-effective marketing tool.

We consistently design new canvassing cards, with each new campaign, content, product or service, to help you regularly connect with your customers and refresh your local message.

All these templates can be personalised without the need for a designer and downloaded for use in under 24-hours.



DESIGN STUDIO

As a Fine & Country Licensee, you will have access to our dedicated in-house design Studio that creates new designs and marketing material for the network.

Our team of qualified designers and desktop publishers work with individual offices on specific requirements, ensuring the high quality and look of the branding is consistent and compliant throughout the network.



MARKETING SERVICES

The dedicated team at Fine & Country South Africa has put in place a number of services to support your business and deliver both widespread exposure and an enhanced marketing suite to promote properties on and offline to a targeted audience.

Utilise these tools to win instructions and differentiate yourself from your competitors.



- Professional, glossy property brochures
- Page-turner and email presentation
- Full page advert in the Refined magazine
- Full page advert in EHW (T&C's apply)
- Full colour window card (if applicable)
- Park Lane window card (T&C's apply)
- Lifestyle interview
- National partners
- Professionally created marketing and promotional material
- Professional photography
- MatterPort 3D tours
- Videography
- 3D Architectural visualisation
- Drone / Aerial videography and photography
- Development proposals
- Marketing collateral
- National campaigns
- Marketing strategies

GLOBAL REFERRAL NETWORK

The advantage of being part of a large international, national and regional network is the opportunity to refer buyers and sellers to other Fine & Country offices in over 300 locations worldwide. Utilise the global network that you belong to and earn a referral fee.

Being part of a global network has many advantages, but none more so than when it comes to the opportunities for referrals. Use the network to boost your revenue by referring clients to fellow Fine & Country offices across the world.

Our global referral system is integrated within the Members' Hub and offers a securely encrypted single log-in solution for referring properties internationally.



LOCAL REFERRAL NETWORK

Our national footprint across southern Africa provides a great framework for referring buyers and sellers locally across the network. Each Fine & Country Licensee handles their own inbound or outbound referrals.

INTERNATIONAL HEAD OFFICE, MAYFAIR, LONDON

Fine & Country Head Office is located on Park Lane, Mayfair, London, overlooking Hyde Park. This is arguably one of the most prestigious locations in Europe.

The office frontage displays a selection of Fine & Country properties from all over the globe. The touch screen technology at the entrance of the office allows prospective buyers to browse through the global Fine & Country properties 24/7.



REWARDS & RECOGNITION

Fine & Country South Africa recognises that Real Estate Agents are the foundation upon which all our success stories are built. Agents are central to our success and the customer's exposure to the Fine & Country Brand. Celebrating the individual successes across our national network is of utmost importance to us and ensuring that each and every Agent feels their value in our organisation.



Premier Circle Quarterly Awards Regional

Fine & Country SA hosts 4 quarterly awards regionally, recognising the top achieving Agents in various categories. The Premier Circle Quarterly Awards is an opportunity to celebrate Agent achievements and network with peers regionally. At the 4th quarterly awards, the regional finalists are announced for the National Annual Awards.



National Annual Awards and Conference National

Fine & Country SA organises an annual conference inviting the network to come together and enjoy informative sessions with guest speakers and hosts who will announce new developments and industry trends. This is followed by the National Annual Gala Awards where we unite to celebrate the successes and achievements for the prior year. At this event the overall winners of the Premier Circle Annual Awards are revealed.



International Conference International

Internationally Fine & Country UK hosts an annual conference which international delegates are encouraged to attend. This is an excellent networking opportunity to meet your global peers, as well as to get an overview of the real estate market internationally and stay abreast of developments within the Brand.

DEMOCRATIC BRAND

At Fine & Country, we are aware of the investment Licensees place in the Brand. With this in mind, we have created Licensee committees dedicated to give all Licensees the chance to voice their opinions on the direction of the Brand.

The International Steering Committee meetings are attended by representatives from all Fine & Country master Licensees, who develop and review international Fine & Country campaigns.



OUR AWARDS

We strive to deliver the best service to all our customers. We do not do this for recognition, we do it because we care. However, it is always nice to be recognised for what we believe in. Here are a few awards we won over the years.

2021 - 2022



BEST REAL ESTATE AGENCY SINGLE OFFICE AFRICA

Awarded to Fine & Country Midrand at the International Property Awards.

2018 - 2019



BEST INTERNATIONAL REAL ESTATE MARKETING

Awarded to Fine & Country Portugal at the International Property Awards

2016 - 2017



HIGHLY COMMENDED REAL ESTATE AGENCY MARKETING SOUTH AFRICA

Fine & Country South Africa received a highly commended award for marketing at the International Property Awards.

2015 - 2016

BEST INTERNATIONAL REAL ESTATE AGENCY MARKETING

Awarded by the International Residential Property Awards.



2013 - 2014

BEST INTERNATIONAL REAL ESTATE AGENCY MARKETING

Awarded by the UK Residential Property Awards.



2012

BEST INTERNATIONAL REAL ESTATE AGENCY MARKETING

Awarded by the International Residential Property Awards.



2008 - 2009

BEST INTERNATIONAL REAL ESTATE AGENCY MARKETING

Awarded to Fine & Country South Africa at the African Property Awards.



2006 - 2007

BEST REAL ESTATE AGENCY WEBSITE

Awarded to Fine & Country South Africa at the African Property Awards.



CONTACT



John Herbst

CEO Fine & Country South Africa

Tel: +27(0)11 234 6545

Mobile: +27 82 330 1436

Email: john.herbst@fineandcountry.com

For more information, contact Fine & Country South Africa

Registered with the PPRA | Operates a Trust Account

+27 (0)11 234 6545

support.sa@fineandcountry.com

WESTERN CAPE

Fine & Country Atlantic Seaboard
atlanticseaboard@fineandcountry.com

Fine & Country Constantia
constantia@fineandcountry.com

Fine & Country Durbanville
durbanville@fineandcountry.com

Fine & Country False Bay
falsebay@fineandcountry.com

Fine & Country Gansbaai
gansbaai@fineandcountry.com

Fine & Country George
george@fineandcountry.com

Fine & Country Helderberg
helderberg@fineandcountry.com

Fine & Country Hermanus
hermanus@fineandcountry.com

Fine & Country Knysna
knysna@fineandcountry.com

Fine & Country Langebaan
langebaan@fineandcountry.com

Fine & Country Platteklloof
platteklloof@fineandcountry.com

Fine & Country Stellenbosch
stellenbosch@fineandcountry.com

Fine & Country St Helena Bay
sthelena.bay@fineandcountry.com

Fine & Country Paarl Winelands
valdevie@fineandcountry.com

Fine & Country Western Seaboard
westernseaboard@fineandcountry.com

EASTERN CAPE

Fine & Country St Francis Bay
stfrancisbay@fineandcountry.com

Fine & Country Jeffreys Bay
jbayadmin@fineandcountry.com

GAUTENG

Fine & Country Centurion
centurion@fineandcountry.com

Fine & Country Edenvale
edenvale@fineandcountry.com

Fine & Country Fourways
fourways@fineandcountry.com

Fine & Country JHB North West
jhbnorthwest@fineandcountry.com

Fine & Country Linksfield
linksfield@fineandcountry.com

Fine & Country Midrand
midrand@fineandcountry.com

Fine & Country Northcliff
northcliff@fineandcountry.com

Fine & Country Pretoria East
pretoria.east@fineandcountry.com

Fine & Country Pretoria Old East
pretoria.oldeast@fineandcountry.com

Fine & Country Sandton
sandton@fineandcountrysa.co.za

Fine & Country The Parks
theparks@fineandcountry.com

FREE STATE

Fine & Country Bethlehem
bethlehem@fineandcountry.com

Fine & Country Clarens
clarens@fineandcountry.com

MPUMALANGA

Fine & Country Lowveld Kruger South
lowveld.admin@fineandcountry.com

Fine & Country Mbombela
mbombela@fineandcountry.com

NORTH WEST PROVINCE

Fine & Country Hartbeespoort
hartbeespoort@fineandcountry.com

NAMIBIA

Fine & Country Central Coast
erongo@fineandcountry.com

Fine & Country Windhoek
windhoek@fineandcountry.com

UNITED KINGDOM

Fine & Country Head Office UK
parklane@fineandcountry.com

ZIMBABWE

Fine & Country Zimbabwe
zimbabwe@fineandcountry.com

CORPORATE SOCIAL RESPONSIBILITY

As the Fine & Country network strives towards an ever more responsible and sustainable business model, our commitments focus on 3 key areas; People, Planet and Community, making a positive social impact through our very own Fine & Country Foundation.



PEOPLE

We are inspired by our people at Fine & Country. We believe that everyone can positively contribute to our success and that diversity enriches our wider organisation. We are striving to build an inclusive workplace and international network, where everyone works in a professional way with integrity.

COMMUNITY

With over 300 offices globally we recognise the important role we play in supporting local communities. We encourage our Licensees to support their chosen charities. Since 2014 our own charity, the Fine & Country Foundation, has helped to combat poverty and homelessness through its international biannual grant programme.



PLANET

We are inspired by our people at Fine & Country. We believe that everyone can positively contribute to our success and that diversity enriches our wider organisation. We are striving to build an inclusive workplace and international network, where everyone works in a professional way with integrity.



See next page for more information on The Fine & Country Foundation

FINE & COUNTRY FOUNDATION

The Fine & Country Foundation was founded in 2014 to help combat the causes of homelessness and poverty and has raised over £550,000 to date. Whilst, as a Brand, Fine & Country work with the most exclusive properties across the globe, there is no better reason to give something back to those for whom a roof over their head isn't a given.

The Fine & Country Foundation is dedicated to bringing Agents and their communities together to raise awareness for this vital cause as well as valuable funds for charities working across the UK and overseas.

For more information on the work of The Foundation and to find out how you can get involved, visit fineandcountryfoundation.com.

We have raised over
£550,000
so far



THE FINE & COUNTRY
FOUNDATION

— FIGHTING HOMELESSNESS —

Registered Charity Number 1160989



As days get brighter and flowers begin to blossom, you may be thinking it's time to plant new roots.

Your local Fine & Country agent can provide a professional valuation, as well as unrivalled insight into the climate of your local marketplace.

For more information, or to request a no-obligation valuation, please get in touch.

SUMMARY PROPOSITION

Position your business as the go-to premium Brand and win additional market share leveraging off of the Brand's bespoke USP's.

- **Use of the trademark (international Brand)**
 - Exclusive territory
 - Access to the Fine & Country Member's Hub, Digital Hub, CMS and the Studio
- **Fine & Country intelligence and on-going marketing campaigns**
 - Local, regional, national and international networking and referral facility
 - Share ideas and best practice with a network of like-minded individuals
 - Training on all Fine & Country systems
- **Licence Offering Benefits**
 - Flexibility of a licence structure
 - Part of a global network
 - Control your own business direction under one common Brand



Fine & Country South Africa

Registered with the PPRA | Operates a Trust Account

29 Autumn Street, Sandton, Gauteng, 2191

+27(0)11 234 6545 | support.sa@fineandcountry.com

fineandcountry.co.za

