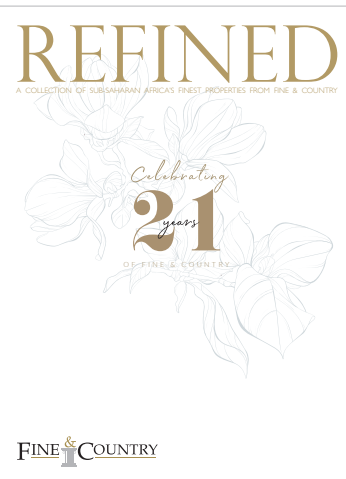
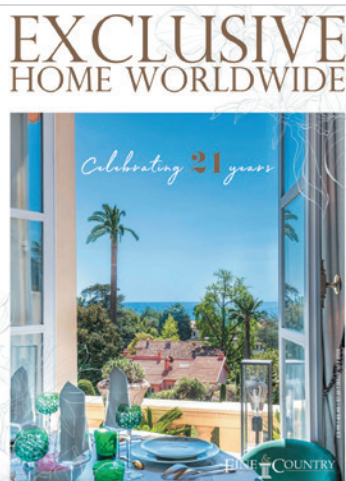


# BECOME A FINE & COUNTRY AGENT



*We value the little things that make a home*

**FINE & COUNTRY**



# INTRODUCTION

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.

Becoming a Fine & Country Agent enables you to present a unique and bespoke offering to your clients. This is backed by our prestigious global Brand and infrastructure, enabling you to take your career to the next level.

The opportunity to become an Agent with Fine & Country is available to property professionals, looking for the backing of a premium globally acclaimed real estate Brand and access to award-winning marketing tools to increase sales and income.

Perhaps you have considered starting your own business, but the costs of getting started have been prohibitive. Becoming an Agent could be the perfect solution for you with the benefits of being part of Fine & Country in a regional office environment, surrounded by like-minded people.





## COULD YOU BE THE IDEAL AGENT?

Real estate Agents are entrepreneurially minded, and motivated to generate their own instructions. Agents will have customer service at the heart of everything they do, providing all clients with a quality experience.

Agents can enjoy an attractive commission fee, using the exposure, and presentation tools Fine & Country offers. This combined with your own premium level of service, we believe, offers a winning formula for you and your clients.

# WHAT WILL YOU GET?

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## AN ENVIABLE LOCATION

You will be able to use your local office as your base of operations.

We will provide you with:

Fine & Country email address

- ° CRM system
- ° Access to our international website and portals
- ° F&C Members' Hub and Digital Hub
- ° Bespoke marketing tools
- ° National campaigns
- ° Training
- ° Support
- ° Incentives, rewards and recognition programmes
- ° A global network of the top Agents and business owners in 300 locations spanning 14 countries worldwide



## TRAINING AND SKILLS

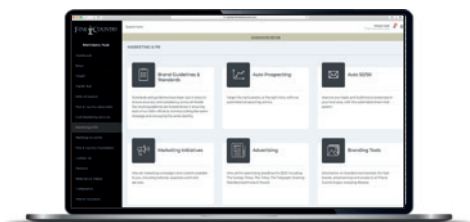
Agents will receive full training to ensure you are best set up for success in winning instructions using the Fine & Country approach, as well as ongoing training sessions to share and learn from your peers' experiences.

There will be social media and PR support to ensure you and your properties are exposed effectively to your target market.

## F & C MEMBERS' HUB

As a Fine & Country Agent, you will also have access to our Fine & Country Members' Hub, where you will find multiple tools to help you firmly establish yourself within your territory.

- ° Updates on compliance and important industry announcements
- ° A global referral system to refer leads and generate an income
- ° Our insight tool to best analyse your marketplace and establish the best opportunities
- ° The Digital Hub where you can choose regularly updated templates to create your direct mail campaign to a strategic audience
- ° Order property marketing material with ease including professional photography, videos, brochures, seller lifestyle interviews
- ° Book inclusion within our prestigious 'Refined' magazine, which is delivered to select hospitality destinations as well as to our national network across the country and digitally distributed to an active database
- ° Access all our seasonal and national campaign assets to further drive awareness



*Ask for a live demo of the hub in your initial meeting*



## ATTRACTIVE COMMISSION

Agents will benefit from an attractive percentage of their commission generated. Commission varies nationally in terms of seller value, but our bespoke marketing strategy has been designed in order to secure higher commissions. Your local Fine & Country office will be able to provide you more information on commission splits and sharing.



# HOW DO YOU GET STARTED?

All Agents will be operating under their local license. In addition, the following will be required as part of the set-up process:

- ° Initial interview
- ° Registration with the PPRA
- ° Valid proof of identity
- ° Proof of address
- ° Valid SA driver's license
- ° Credit check
- ° References if applicable
- ° SA Tax number

## PPRA QUALIFICATIONS

- ° 12 month internship logbook
- ° NQF 4
- ° NQF 5
- ° PDE 4
- ° PDE 5

Agents may also be required to pass an internal compliance examination. Training will be provided and assistance with exemption based on prior qualifications will be facilitated.



*To find out more about becoming a Fine & Country Agent or Licensee - get in touch with your local office or Fine & Country South Africa.*







# HOW MUCH CAN YOU EARN?

What you earn depends on your financial objectives. You are in control of the hours you work, and how many listings you would like in one go. Fine & Country's premium offering allows you to negotiate a better commission fee as well as setting your own standards of what you will accept in terms of mandates.

You will be supplied with the latest marketing tools in order to make your job easier in winning instructions as well as in attracting buyers.



# 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 4<sup>th</sup> 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.





# WHY FINE & COUNTRY?

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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.



*Ask to see our Marketing Tools 2022 brochure*



Desirable

Premium

Professional

Modern

Property

# 99.48%

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

Luxury

Prestige

Service

Quality

## WIDE-REACHING ONLINE AND PRINT PRESENCE



### Refined Magazine

A significant print-run is delivered to our national offices across the South African network as well as by TCB to select airport lounges in strategic locations. Digitally distributed to a subscriber database of 10 000 curated clients.



### Exclusive Home Worldwide

Printed copies delivered to international offices across the network and digitally distributed to an active buyers database of 140 000 international buyers

## FINE & COUNTRY 2021 PR REPORT



As a Fine & Country Agent you will have the opportunity for not just local but international exposure through the UK's media centre. This is an opportunity to be backed by a highly regarded, well-known Brand across SA, the UK and internationally. Fine & Country is one of the fastest growing premium estate agency Brands internationally with an incredible infrastructure in place and accessible to all international Licensees.



NAMIBIA

ZIMBABWE

WESTERN CAPE  
Cape Town  
Durbanville  
False Bay  
Franschhoek  
Gansbaai  
George  
Helderberg  
Hermanus  
Kroonstad  
Langebaan  
Pletstroom  
Stellenbosch  
St Helena Bay  
Paarl  
Worcester  
Western Seaboard

EASTERN CAPE  
Jeffrey's Bay  
St Francis Bay

NORTHERN CAPE

FREE STATE

EASTERN CAPE

NORTH WEST

GAUTENG

MPUMALANGA

KWA-ZULU NATAL

GAUTENG  
Edenburg  
Fourways  
Johannesburg  
Midrand  
Northcliff  
Pretoria East  
Pretoria Old East  
Sandton  
The Parks

NORTH WEST PROVINCE  
Hartbeespoort

MPUMALANGA  
Mbombela  
Lowveld Kruger South

FREE STATE  
Bethlehem  
Clarens

SOUTH AFRICA

# OUR FOOTPRINT

Ireland  
UK  
France  
Spain  
Portugal  
Germany  
Hungary  
Switzerland

Cyprus

Thailand

Namibia

Zimbabwe

Mauritius

South Africa

Australia

*The Fine & Country international network of offices in 300 locations, spanning 14 countries worldwide*

# TESTIMONIALS

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**Kelly Reifarh**

Fine & Country Helderberg

Fresh, world-class, exclusive, high-end, this Brand delivers only the very best!



**Annemarie Cilliers**

Fine & Country Durbanville

I am extremely excited about the future of F&C in SA. It is quite evident that Fine & Country means business - accessibility, sincerity, genuine, sincere interest in its people. I am positive that the Brand can only develop and grow exponentially and looking forward to watch the space!



**Anita William**

Fine & Country The Parks

I am very positive about the future of F&C. This is a sophisticated and professional Brand. The level of professionalism throughout the entire company puts us in a position to have that competitive edge.

## CLIENT TESTIMONIAL



**Chase Reynolds**

Fine & Country Fourways

"I would like to express my utmost gratitude to Chase and Lorraine from Fine & Country Fourways, for helping to sell my property within record time and at the full asking price. You made the process simple and stress-free and I appreciated your professionalism. Your insight and engagement was extremely valuable."

Regards

Michelle Louw

# INTERESTED IN BECOMING AN AGENT?

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For more information, contact:



**John Herbst - CEO Fine & Country SA**

Fine & Country South Africa

[john.herbst@fineandcountry.com](mailto:john.herbst@fineandcountry.com)

Registered with the PPRA | Operates a Trust Account

Becoming an Agent is subject to successful completion of our application and due diligence processes.