

FINE & COUNTRY SOUTH AFRICA
COMPANY PROFILE

Celebrating
21
years

OF FINE & COUNTRY

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 becoming a Fine & Country Agent or licensee - get in touch with your local office or 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.



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

Prestige

Service

Quality

Luxury

Desirable

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

LIFESTYLE MARKETING

LIFESTYLE PROPERTY SPECIALISTS

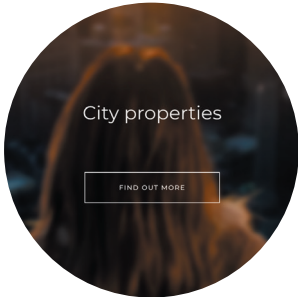
We specialise in the marketing and sale of lifestyle properties and offer a tailored marketing service to meet the needs of specific markets. Whether a client wants to hear the sound of the sea when they wake up in the morning, or step onto the fairway after breakfast, Fine & Country has the perfect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



Security estates

[FIND OUT MORE](#)

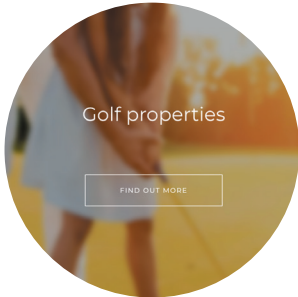
Estates offer the ultimate in privacy and security as well as a safe space for kids, and some even offer every conceivable amenity, we are perfectly equipped to assist clients on the hunt for their dream lifestyle estate.



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

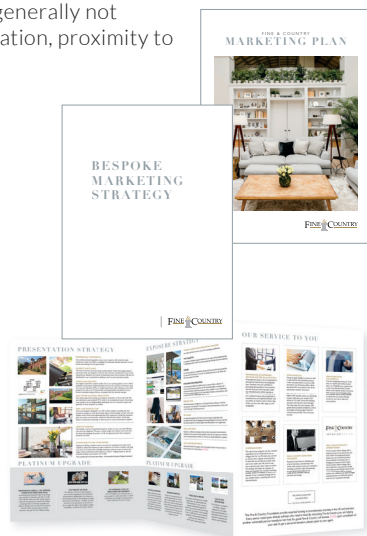
Every home is unique and at Fine & Country, we ensure every property is portrayed in its absolute best light. With a combination of professional photography and videography, as well as exquisite brochures we can perfectly portray the unique details and lifestyle of a home.

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.



To find out more about our bespoke marketing strategy, get in touch with your local Fine & Country office today.

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.

*For a comprehensive list of all our awards local and international kindly visit:
<https://www.fineandcountry.co.za/about/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



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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.



THE FINE & COUNTRY
FOUNDATION

— FIGHTING HOMELESSNESS —

Registered Charity Number 1160989

Fine & Country South Africa

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