

# Anne Porter and Knight Frank announce rebranding

Knight Frank Anne Porter, who have been in association with Knight Frank for the past ten years, have announced that they will be re-branding as Knight Frank.

Anne Porter of Knight Frank South Africa (formerly Knight Frank Anne Porter) says that she is delighted that a company that she started over 30 years ago is now associated with the international brand.

In addition, Galetti, one of South Africa's commercial property consultancies, has secured a formal relationship with the world's leading independent property group - and also the African continent's biggest player - Knight Frank. The newly formed Galetti Knight Frank will service its collective clients' commercial property needs across South Africa.

The Knight Frank Valuations Division is represented nationally. Susan Turner and Martin Fitchet, directors of Knight Frank Valuations, believe that the African property market has long been earmarked as presenting tremendous opportunity. Now with a fully integrated team of highly experienced property professionals, they're well placed to play a pivotal role within industry.

Founded in 1896 and headquartered in London, Knight Frank is one of the oldest property groups in the world. It employs over 13,700 professionals across 370 offices; 68 offices in the UK, 78 offices in Continental Europe, 53 offices in Asia Pacific, 154 offices in the Americas and 23 offices in Africa and the Middle East.

The co-ordination and timing of two significant transactions across residential and commercial, with highly successful and long-standing property partners, has sent a clear message to the industry.

Andrew Hay, partner and Head of Global Residential Knight Frank London, is up-beat about Africa as a global growth point and see the progression of Knight Frank Anne Porter to Knight Frank, and the commercial partnership of Galetti Knight Frank, as evidence of their commitment to the continent.

Hay comments, "We made this move because Anne Porter had proven their expertise and experience in the residential sector and it was the logical progression for us to cement our brand here due to immense growth potential. Africa and South Africa are a great focus for us from a global perspective. It can only add value to the industry and the economy."

Lanice Steward adds, "There are only ever benefits when you partner with the world's most established real estate brands. The international network, the credibility, the communication platforms all lead to access to more properties, greater property selection, and a wider diversity of buyers internationally."

The key to the success of the newly formed extended international team is, according to all parties involved, the shared

corporate culture and philosophy. Anne Porter concludes, "We are all fully on board to ensure our united offering remains the number one choice here in South Africa as well as the rest of Africa."

The extended team, with Knight Frank represented in nine major countries in Africa, is now well poised to capture this market.

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