

RNS Number : 3226P
Property Franchise Group PLC (The)
19 January 2026

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THE PROPERTY FRANCHISE GROUP PLC
("TPFG", the "Company" or the "Group")

Financial Services Acquisition

The Property Franchise Group PLC, the UK's largest multi-brand property franchisor, is pleased to announce the acquisition of an 85% stake in Smart Advice Financial Solutions Ltd ("SAFS"), a leading financial services business.

SAFS is an appointed representative firm of Mortgage Advice Bureau, the wholly owned subsidiary of AIM-listed Mortgage Advice Bureau (Holdings) plc ("MAB"), one of the UK's leading networks for mortgage intermediaries.

SAFS provides mortgage and related financial services to clients with 34 highly motivated advisers, increasing TPFG's financial services network to 315 advisers.

The Board believes the acquisition will support the Group's growth strategy by expanding its client base and strengthening its ability to drive mortgage, remortgage and protection activity across its property franchise network.

Financial Service Director, Michelle Brook, commented: *"We're very pleased to welcome Smart Advice Financial Solutions to the Group, further expanding our team of professional advisers. We see significant opportunity to scale the division across a broader footprint, and we remain focused on increasing advisor productivity alongside recruitment to support our ambitions."*

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About The Property Franchise Group PLC

The Property Franchise Group PLC (AIM: TPFG) is the UK's largest multi-brand property franchisor, with a network of over 1,900 outlets delivering high quality services to residential clients, combined with an established Financial Services business.

The Company was founded in 1986 and has since strategically grown to a diverse portfolio of 18 brands operating throughout the UK, comprising longstanding high-street focused brands and two hybrid brands. The Property Franchise Group is also a member of two leading mortgage networks through its mortgage brokers, Brook Financial (MAB) and The Mortgage Genie (Primis).

TPFG's brands are: Belvoir, CJ Hole, Country Properties, Ellis & Co, EweMove, Fine & Country, Hunters, Lovelle, Martin & Co, Mr and Mrs Clarke, Mullucks, Newton Fallowell, Nicholas Humphreys, Northwood, Parkers, The Guild of Property Professionals and Whitegates.

Headquartered in Bournemouth, the Company was listed on AIM on the London Stock Exchange in 2013 and entered the AIM 100 in July 2024.

More information is available at www.propertyfranchise.co.uk

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