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The Property Franchise Group Grows 50% as Demand Boosts Sales Fees

August 5, 2025

— Categories: Real Estate



The Property Franchise Group (TPFG) has posted a 50% increase in revenue for the first half of 2025, reaching £40.3 million, driven by a notable rise in sales activity and management service fees. The latest figures reflect a continued rebound in the UK property market and TPFG's ability to scale its operations following recent acquisitions.

A key driver of this growth was the 18% jump in sales management service fees, contributing to stronger overall income. On a like-for-like basis, revenue rose 8% compared

to the same period last year, highlighting consistent progress across the group's business areas.

Franchising continues to underpin the group's performance, with revenue from this division increasing by 22% to £21.8 million. Sales management service fees within this segment brought in £3.7 million, while lettings management service fees saw a 5% increase to £5.4 million. Despite growing regulation in the rental market, TPFG's letting franchises remain steady contributors to the group's income.

The financial services arm saw particularly strong results, reporting a 54% annual rise in revenue to £12.2 million. Licensing revenue surged by an eye-catching 514% to £6.3 million, reflecting the impact of strategic expansion, notably the incorporation of Fine & Country and The Guild of Property Professionals into the group's portfolio.

TPFG has made it clear that its growth strategy is focused on unlocking further income opportunities by maximising the scale of its enlarged network. With this in mind, the rollout of the Privilege programme, designed to support agents and landlords in navigating new legislation such as the forthcoming Renters Rights Bill, is underway. The programme aims to protect income and offer growth options by encouraging landlords to transition to fully managed property services.

The company reported a strong sales pipeline valued at £43.5 million, with expectations that further interest rate cuts could help convert more of this into completed sales in the coming months. This positions TPFG well for continued growth through the second half of the year.

The group is also advancing plans to integrate AI tools across its operations. The first phase of AI implementation is scheduled for launch in the latter part of 2025. The aim is to boost efficiency, improve profitability, and enhance services for franchisees and clients alike.

Chief executive Gareth Samples expressed satisfaction with the group's performance, noting that TPFG delivered strong results across all three divisions during the first half of 2025. He highlighted the progress made since the group's acquisitions in 2024, stating that the integration had led to expected synergies and strengthened the company's ability to provide added value to its franchisees and members. Samples also emphasised that the

group's resilient franchise model, broad revenue base, and solid cash generation gave the Board continued confidence for the remainder of the year.