

PFK

One of the North West's longest established land and estate agents is set to grow with a merger that will cement its position in the market.

Founded in 1876, PFK Land and Estate Agents are to acquire the fast-growing regional firm of chartered surveyors, Robson & Liddle, in a move that will bring both together as one company. Overall the operation will employ 55 people.

PFK managing director Andrew Green, who has been with the company since 2012, said: "This coming together of the two operations has been in the planning for some time, and following extensive due diligence, the deal was considered a perfect fit for both parties and to provide ongoing shareholder value.

As a board we have been looking for a margin-enhancing opportunity to expand this growing element of the business and assist clients to navigate through what will be challenging times ahead for the sector."

PFK, whose current headquarters are in Penrith, have offices across Cumbria and last year sold property and land worth a cumulative £180 million.

The directors of Robson & Liddle are, John Robson and Julie Liddle, who formed their company in 2015. Based in Penrith they have grown considerably throughout that time as the result of strong client relationships and staff progression. As part of the arrangement they will both become executive directors in the PFK senior management team.

"With the wealth of experience John and Julie bring and the extended client base it will be a pleasure to welcome them to the PFK team," said Mr Green.

Together, we have the reputation, the experience and most importantly the people to take this forward, it's a very exciting time for the company.

Both firms provide a combination of services that complement each other. With an emphasis on growing our professional staff, those in junior positions will be able to see a way forward with guidance from senior staff. The two new directors will also provide strategic direction for the overall business."

John Robson said, "by comparison to PFK, we are a young company who have grown considerably during our short time, which has been down to our experience in building both a strong team, and client relationships. We are very excited at the prospect of bringing that expertise to the PFK team, and making us stronger together.

“One of the most pleasing aspects is the ease in which we have come together. There is a considerable number of shared values such as client focus and staff wellbeing. The culture and values that PFK hold as a company very much align with our own.”

In addition to continuing to serve clients from the Auction Mart, the Land Agency operation will move the heart of its operation to Edenhall.

PFK have been operating within Cumbria for over 146 years, serving Carlisle, Cockermouth, Keswick, Kirkby Stephen, Penrith, Whitehaven and their surrounding areas. The company are heavily involved with supporting their local communities through sponsoring local events and organisations. They are proud sponsors of Penrith AFC, Penrith show, Marathon Man Gary McKee, Carlisle Rugby Club, Keswick AFC and more and have always been dedicated to providing the very best of service to their customer base.