

Browne Jacobson's dealmakers advise on major property consultancy merger

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Fisher German, which is headquartered in Ashby-de-la-Zouch in Leicestershire, was founded in 2000 with a history dating to the 1830s and employs 750 people across its network of 25 UK offices. The firm, which is made up of property consultants, agents, chartered planners, and chartered surveyors, provides services across the full property spectrum including commercial, rural, development, residential, sustainable energy and infrastructure, to a diverse client bases throughout the UK.

Matthews & Goodman was established nearly 160 years ago and specialises in the acquisition and disposal of property assets and offers consultancy services on business rates, investments, leases, property management and valuation. The business has a headcount of almost 80 and operates across its London, Manchester, and Liverpool offices.

Both businesses will trade under the Fisher German brand.

The deal was led by Browne Jacobson **senior associate**, [Sam Sharp](#).

Sam Sharp said: "This was an important deal for both Fisher German and Matthews & Goodman. Both parties have a strong offering in the UK real estate market and the synergies between both businesses and their client bases are very clear to see, so it makes sense that they would join forces to become an absolute leader in the property consultancy sector.

"Both businesses will really thrive on each other's expertise and their clients will benefit from the increased skills and expertise that are on offer."

Andrew Bridge, managing partner at Fisher German, added: "What we share with Matthews & Goodman is a long history dating back to the mid-19th century, a collaborative approach to working with our colleagues and clients, and a proven track record of winning and retaining some of the UK's biggest property portfolios.

"Matthews & Goodman not only shares our vision and values, but also brings with it a highly-motivated team of commercial property experts to match our own.

"Together, we can offer unrivalled property advice across urban and rural settings and maximise the return on investment to our clients through the benefit of our multi-disciplinary services."

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