

## LONDON

**SPEAR'S**  
TOP RECOMMENDED

**TREVOR ABRAHMSOHN**  
GLENTREE INTERNATIONAL **EA**

Abrahmsohn has been the doyen of Millionaire's Row for 35 years. Glentree International, which he founded in the pit of the recession in the mid-Seventies, has the largest selection of property in north-west London, including most of the Bishop's Avenue, which has been home to Lakshmi Mittal, the Saudi Arabian royal family and the Sultan of Brunei.

Competitors attest that Abrahmsohn, who is originally from South Africa, stands out for his 'irrepressible persistence' and his 'unashamed dynamism'. When asked about this, he says: 'You can't be at the cutting edge for 35 years and not be passionate, and I am not one of the quintessential shy and retiring types who take solace in competing. I only compete to win.'

He has built an internal culture at Glentree which matches his own attitude. 'First, we don't work according to time, we work according to opportunity. Second, "no" is not a word we understand, and, most of all, when our competitors draw a line in the sand, we see it as a target.'

As a measure of its success, in 1986 he successfully floated the single-branch agency on the London stock exchange, a feat which he compares to 'building a rocket in your back garden and asking Nasa to monitor it on its

journey around the Moon.' At the time, the firm's market capitalisation was twice that of Savills.

Phenomenally well connected when it comes to finding buyers, particularly on the international circuit, Abrahmsohn claims to be one of only three or four people who will get a call when the world's richest are looking for a house in London.

The Glentree method of closing a deal is unique. The agent sets up strategic meetings, where the buyer and the vendor sit across the table from each other and negotiate openly for the best price. 'It can get very tricky if you don't have the confidence and the

balls to harness the forces at play,' says Abrahmsohn, but the agents only get involved when the negotiations reach an impasse.

Abrahmsohn's home-spun method has a high success rate. 'We know where the rich fish are, but more importantly we know how to land them in the net. After all, that's what it is all about,' he says.

With such fierce determination, it's little wonder that Abrahmsohn abandoned a career as a dentist to pursue his dream of selling expensive houses. A passionate north-west London veteran, the father of two lives in Hampstead Garden Suburb.



Trevor Abrahmsohn



Robert Bailey

**ROBERT BAILEY**  
ROBERT BAILEY PROPERTY **PF**

'Smoother than a well-refined walnut oil', Bailey is the man to know if you're looking for a London townhouse. The 47-year-old has an intimate knowledge of central London prime, having run Knight Frank's buying side in the Nineties. But it is his people skills that set him apart.

'He is extremely perceptive when it comes to the personalities of his clients,' says one competitor. 'He has great empathy, and figures out instantly what they want to achieve.'

Bailey's panache stems from a genuine interest in individuals. 'It's a fascination with people and understanding how they work,' he says. 'The property side is great, but building relationships with clients is much more rewarding.'

The firm he runs, Robert Bailey

Property, is distinct on three counts. First, it offers single point-of-contact service. That means that HNWs don't have to disclose their financial secrets to a raft of strangers and can control the flow of their information.

Second, it works with a maximum of fifteen clients at a time. That ensures that there is no overlap in briefs and that when your perfect house comes up, you don't have to fight with three others to buy it.

Third, it has great access ability. Bailey loves to 'winkle out' properties and does so by leveraging his vast contact book. This is no empty statement: the last time he was searching on Eaton Square, there was only one house on the market, but he got his client into six.

'Ultimately, it comes down to a knowledge of what people want and what is out there,' says Bailey. 'Marry-

**SPEAR'S**  
TOP RECOMMENDED

ing the two makes you successful. When he's not working at his loft-conversion office opposite Chelsea Town Hall, Bailey lives in South Kensington. For pleasure, he parties, travels, buys photography, and studies Tudor history.

**BRIAN D'ARCY CLARK & DAVID FORBES**  
SAVILLS PRIVATE OFFICE **EA**

Savills Private Office is a unique concept, being the only full-service offering for UHNW property requirements. Set up in 2008 by Forbes and D'Arcy Clark, the platform not only ensures the best possible service for clients, it also makes life easier for them and their advisers.

'Savills' global network can service the entire needs of a customer with a global property portfolio,' explains D'Arcy Clark, 'but clients are not always aware of all we can offer. The Private Office serves to create awareness of our vast network — from Shanghai to St Tropez — and allows UHNWs and their advisers to make the right connections within that network.'

The Private Office also allows UHNWs to maintain confidentiality. 'Brian and I serve as the client's initial point of contact at Savills and act as their trusted advisers,' says Forbes. 'We then search all Savills' resources on their behalf, finding them the best professional advice as quickly as possible, while they remain anonymous.'

Besides providing access to Savills, the two offer clients their 60 years of combined experience of super-prime property. Before joining the Sloane Street-based operation, D'Arcy Clark and Forbes ran London's most successful niche agency, Chesterfield, where they revolutionised how property was sold by introducing colour advertising, photographs and floor plans to particulars.

As a result, they have an unrivalled contact list. D'Arcy Clark relates how, on a recent trip to the Côte d'Azur, the two could name 80 per cent of the owners in the big houses along the coast. 'At some stage or other, those

**EA**

Estate agent

**PF**

Property finder