

# SPEAR'S

TOP FIVE  
LONDON  
BUYING AGENTS

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## ROBERT BAILEY ROBERT BAILEY PROPERTY

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**DISTINGUISHED  
INDIVIDUAL**

**FIRM SIZE  
BOUTIQUE**

**FOCUS  
WEST/CENTRAL  
LONDON**

It's telling that others in this Index mention with pride the fact that they've come a close second to Bailey

when chasing a deal.

'I drive a very hard bargain for clients,' he says, but equally important is the professional manner in which he does his business: 'You've got to steer a pretty solid line between both buyer and seller to come out with your reputation intact. I always think honesty is the best policy.' Clients have referred him on that basis, saying: 'He's not afraid to tell you how it is.'

Such sincerity has helped nurture a killer contact list over a 30-year career, including a decade as the head of Knight Frank's private office. As a result, half his deals are off-market, his relationships with agents ensuring he can get his clients through the door first — but that doesn't mean he'll take the commission and walk: 'We might have agreed on price and they might say they like it, but it's my job to make sure they are fully aware of everything that can go wrong.'

The Tudor history enthusiast worries about the practicality of London's new builds, admitting he 'shudders' at the sight of many of them: 'Developers need to start thinking a lot more about the longevity of these buildings.' >