

ROBERT BAILEY ROBERT BAILEY PROPERTY

OUTSTANDING IN FIELD

COMPANY SIZE BOUTIQUE

FOCUS HIGH-END PROPERTIES IN LONDON

Bailey 'must do more high-end deals in London than anyone else', an expert in the UK property market

says of the suave and experienced Chelsea-based buying agent.

Bailey has spent more than thirty years in the capital's property sector and set up his own firm nine years ago. He prides himself on having served different generations of the same family, but says he is often choosy about his clients. Occasionally, he has turned down potential customers who haven't sorted out their finances.

'They must be in a position where they are ready to go,' he says, adding that otherwise it can be difficult to win in a competitive bidding situation.

His firm also doesn't take more than seventeen clients at a time and ensures that their briefs are quite different: 'We don't want an overlap of clients who are looking for the same thing. Every client that we have is looking for something that is fundamentally different, so they could well be looking for a three-bedroom property but one client might only want to be in Notting Hill and the other client in South Kensington.' Clients are certainly satisfied, one telling *Spear's*: 'His relationship with the selling agent really came into play and enabled us to secure the house.'

The firm, recently joined by Will Hollest, offers a single point of contact. 'That's very important because you have to build up a really strong relationship with

them and I don't believe that people feel very well served if they are being pushed around from one person to the next,' says Bailey. The system also ensures that clients only have to disclose their financial information to one agent.

Bailey is highly successful and doesn't hide it. 'I like being in a beauty parade where you're competing against other agents, because rarely do I not get the job,' he says. '[Clients] buy into your knowledge of the market and they buy into the way [you] do things.'

He doesn't think new taxes are going to dull buyers' appetites for London property but is concerned that new luxury developments — if they aren't superb — may find it difficult to sell.