

# SPEAR'S

TOP FIVE  
LONDON  
BUYING AGENTS

## ROBERT BAILEY ROBERT BAILEY PROPERTY

### OUTSTANDING IN FIELD

### COMPANY SIZE BOUTIQUE

### FOCUS WEST/ CENTRAL LONDON

Some on these pages mention with pride how they've come a close second to Bailey on a deal. 'I drive a hard

bargain,' he says, but equally important is the professional manner in which he does business. 'You've got to steer a pretty solid line between both buyer and seller to come out with your reputation intact,' he adds. '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.'

This sincerity has helped nurture a killer contact list in 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



Robert Bailey  
Robert Bailey Property

relationships with agents ensuring he can get his clients through the door first — yet that's not where his service stops.

'We might have agreed the 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,' he says. As a result, he's been lauded by peers, as well as clients. 'He must do more high-end deals in London than anyone else,' an expert said of the suave Chelsea-based property consigliere.

He has discerning taste himself. The Tudor history buff worries about the practicality of London's new builds. He says: 'Developers need to start thinking a lot more about the longevity of these buildings.'