

Here we get up close and personal with the people who know about property as they speak to Natasha Higgins...



**QUESTIONS**

**ANSWERS**

**Q1** How did you get into estate agency?

I always wanted to be an auctioneer, so I started working for Christie's but the antiques market was going through a poor time. I was also interested in property, so I trained and became a property auctioneer.

**Q2** What makes your job so enjoyable?

The people. Everyday is always different and you are always looking at a new challenge.

**Q3** Do you think estate agents have a negative reputation? Why?

Yes. Their daily activities are about taking people around properties and they build up a relationship with the buyer. However, the agent is always working in the interest of the sellers but the buyers often don't like it.

**Q4** What tips do you give sellers when trying to market their property?

Tidy up and empty it out. If a flat is untidy sometimes people just won't go in. For some reason, they can't see through the clutter.

**Q5** What tip do you give people looking to buy a property?

Don't get too set on something and be prepared to be flexible, if another option comes along. Look at space and light, rather than the way a property is arranged. Too many people are influenced by décor.

**Q6** What's the most rewarding aspect of this job?

The level of job satisfaction I get from doing this is enormous.

**Q7** Why are you personally so good at what you do?

I'm very interested in what I do and want to do it.

**Q8** Do you need personality and charisma to excel in this industry?

Yes because it's a job where you need to be able to get on with everyone.

**Q9** What's your favourite pub in the area?

The Brass Monkey on Vauxhall Bridge Road.

**Q10** What is your favourite restaurant in the area?

Uno on Denbigh Street.

**QUESTIONS**

**ANSWERS**

**Q1** How did you get into property developing?

It's a family business and originally started in Greece where I am from. Today, we are active all over Europe and mainly in residential property.

**Q2** What makes your job so enjoyable?

The creation of a product, which involves teamwork over the period that you're developing. Also, you always have the pleasure of meeting exciting new people.

**Q3** Why are you personally so good at what you do?

If you love what you do, then you don't see it as a career and so I live within my career. For me, it's a passion and that reflects in the way I carry out business.

**Q4** What tips do you give to people when looking to buy one of your properties?

They have to decide if the space they are looking at fits their criteria. They should buy something that they will want to live in every day. Not something that may just appeal to them on a whim but is impractical in the long run.

**Q5** Have you ever had an embarrassing moment during a viewing?

Yes, a couple once came to me asking to have several features put in the bedroom and kitchen, which I felt very uncomfortable about.

**Q6** What's the most rewarding aspect of your job?

The way you start with a concept on a piece of paper and bring it to life.

**Q7** What's been the most expensive property you've ever sold?

A house in the south France, which was sold for in excess of £100 million.

**Q8** Do you need personality and charisma to excel in this industry?

You have to have a good chemistry with the team.

**Q9** What is your favourite restaurant in the area?

Cipriani on Davis Street.

**Q10** What's your favourite bar in the area?

The Connaught Bar in Mayfair.



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