

“ IF YOU FIND THE HOME OF YOUR DREAMS, PLEASE DON'T PRETEND YOU DON'T CARE EITHER WAY. ”

Playing it cool... is not always cool

When you find a perfect match, whether a product, a person or a property - holding out for the best possible deal can be dangerous.



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When I see a pair of amazing shoes, you know like the very rare and much admired blue suede Nicolas Kirkwood's as worn by not one, but two A-listers in the space of just one week in Hollywood, and the store has them in my size, and my best girl pal says "you MUST have them - it is written", and then the glamorous assistant says, "Madam that is the last pair we have in a 38", it hits me - the planets have aligned, IT IS A SIGN! I have to get these shoes and its obviously out of my hands. I am merely obeying powerful forces at work on a higher plane to ourselves.

When shopping for something all together bigger and more serious than a killer pair of heels, such as a luxury villa for example, and you find the house of your dreams - its huge, its gorgeous, the ocean views are incredible, the location is perfect, AND its within your budget, I advise applying the teachings of my shoe doctrine. If we strip it down, it simply says: "Don't dither about as by the time you decide to push the button those shoes (or VILLA) will be gone. Sold to someone who knows how to make a move."

Last week I was with a couple who

found their totally perfect property - honestly, the galaxies had lined up for this baby - it was a real catch. Like going speed dating and finding George Clooney sitting opposite you telling you three interesting things about himself. So what did these people do? They didn't go for the shoe doctrine - they instead played out those ill advised "top tips" given at the end of every low budget property TV show you can find on some obscure cable channel with viewing figures of three. That's my two clients, plus somebody called Margaret who lives in Chichester with her cats. These "tips" generally result in you losing the property you fell in love with:

1. Offer way under the asking price. The seller is bound to be distressed (uh?)
2. Pretend to be completely uninterested in buying the property - in fact go one better - pretend you absolutely hate it.
3. When you have made your insultingly low offer - make it clear this is your final offer and that you won't pay a penny more (even though you are more than happy to).

During the embarrassing "offer process" last week, enter stage right

another property shopper who too fell in love with this humdinger of a villa and promptly put in a more realistic bid - and Mr and Mrs Playin' it Cool lost out.

Now I know the bitterness and all consuming regret I go through when it's shoes, so goodness knows how they are feeling. If anything, I hope they learned a lesson. If you fancy someone, ask them to come to India with you. If you see a pair of life changingly beautiful shoes or a limited edition Chloe bag in "your colour", get your wallet out. And finally, if you find the home of your dreams, please don't pretend you don't care either way - everyone might just believe you.

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CLAIRE BROWN

formed Claire Brown Realty in 2004 having worked for various developers across South East Asia. Her roles included sales and marketing, project management, construction planning and consultancy. As well as running the business, Claire is also developing her own project in Bali, a luxury villa and spa retreat in the beautiful and somewhat undiscovered province of Tabanan. She enjoys travel, food and wine, interior design and shopping - in no particular order. www.clairebrownrealty.com