

# CORE VALUES

Marc Schneiderman explains why people and not property form the backbone of Arlington Residential

It's on a crisp bright morning that we meet Marc Schneiderman, director of Arlington Residential, at what can only be described as a spectacular penthouse – currently on the market for £3.5m – on the corner of Arlington Road. The sunshine is flooding in through the vast panoramic windows in the aptly named Glass House Building in the bustling hub of Camden – so much so that we are forced to close the floor-to-ceiling blackout blinds (at the touch of an iPad) in order to fully appreciate the full effect of the high-tech mod cons, from the vast cinema screen to the alternating colours of the unique staircase. When pushed about who would be the purchaser of such a high-spec penthouse, Marc is open minded: “You just never know who is going to walk in through the door,” he smiles.

“There's been a lot of development in Camden lately,” he continues. “Hundreds of millions of pounds have been poured into the area. It's a great place to live and this flat presents an opportunity to buy a striking property with lateral space, a roof garden and secure parking.” And with more than 30 years' experience under his belt, Marc knows a thing or two when it comes to investing in north-west London. With a team of eight employees, some of whom have been with his company for many years, Marc says his business has been built on word-of-mouth recommendations and sustainable client relationships founded on mutual trust. “Ultimately,” says Marc, “this business is actually about people, not property. Our clients are entrusting us with their properties, the majority of which are worth several millions of pounds – and very often tens of millions of pounds – but they know they are in safe hands. It's important to note that it doesn't just come down to me; it's a team effort, and everyone at Arlington Residential, whether past or present, has contributed to where the company is today.”

Marc is reluctant to offer insider comment on the market as he is bored by the repetitive news on Eastern European buyers, interest rates and mansion tax. When pushed, he advises that anyone with the funds available to buy a property as a rental investment should do so. “If they want to know



where to buy it, then they should call me,” he says.

If there's one thing Marc has learned over the last three decades, it's not to predict what his clients may or may not do. “I love being surprised. You can never be sure about a buyer's profile – whether they look how you'd assume they should look or not. You should never make a judgment on someone until you get to know them, and even then they can completely surprise you on what they will or won't buy, and what they can or can't afford. This is a mistake a lot of agents make. We value discretion every step of the way. As I like to say, money talks – but wealth whispers.” ■

Arlington Residential, 8 Wellington Road, NW8  
020 7722 3322; [arlingtonresidential.com](http://arlingtonresidential.com)

