



Personal Homesearch Solutions

By NICOLE RAPAPORT

Moving house often represents the greatest upheaval and financial commitment a person can make. Similarly, relocating to a new county presents genuine problems for individuals and families alike. Information gathering is frequently time consuming and costly. Having to rely on estate agents to interpret your needs and requirements can prove difficult, and providing your information time after time only adds to the frustration. So what is the alternative to the perils of house hunting?

Jill Lipitch, co-founder of Personal Homesearch Solutions, says: "People are crying out for authentic personal service these days. Everybody complains how they can never get through to a 'real-live' person or find someone who is efficient and conscientious." Jill started this boutique company a year ago with her daughter Natasha. They both have years of corporate relocation experience under their belts, enabling them to forge firm industry contacts and obtain a clear grasp of what clients need.

Undaunted, but aware of the predominately male orientated environment, they believe that the fact that their business is 'family run' has stood them in great stead. "A mother-and-

daughter team can bring an empathetic touch," says Natasha. "Sometimes young singletons prefer to deal with me, whilst families may prefer mum. We offer the best of both worlds!"

Personal Homesearch Solutions has both private and corporate clients from global companies who, judging by their testimonies, have been thrilled with the specialist service. The company deals with areas all around London, and has had particular interest from busy 'City boys' who evidently appreciate their competence.

Recently The Financial Times astutely pointed out, "Wealthy people with little time are turning increasingly to professional home search companies as demand for prime properties in London hits record levels. Mortgage brokers say buyers looking to spend millions of pounds on central London homes are frustrated with the fiercely competitive high-end market. Estate agents say there is a shortfall of prime property in London and buyers' offers are frequently gazumped or become locked into bidding wars."

In the midst of a dauntingly competitive property market, it would seem there has never been a better time for clients to employ a property finder. ■

Personal Homesearch Solutions
www.homesearchsolutions.co.uk
 Contact Jill Lipitch on 07951 738 922



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