

# Mirror, Mirror



Never in my whole life, even when in Kenya for a volunteering project, I have seen a house without a mirror. Nor an office, for the matter. The mirror represents to our minds the social necessity to reproduce our image, the image that we want to channel to the exterior world. We prepare carefully each and every detail of our outfit, taking a close look, then we step back, take an overall look at the picture in front of us, and, hopefully, we like what we see, turn around on our heels and, off we go to the outer world.

You can use the mirror in another way, too. With it, you can seize the instant the person deep dives into herself. I'd love to see how people get to talk to themselves, to which level they believe their own truth, to which level they can look through their own eyes, very deep into their soul and still believe what they are saying. Because when it is so, it means they are aligned, and if they are aligned, and they are going to do a good job.

As a believer in leading by example, there is no reason why I would do this first.

## Why setting up this business?

I have been for more than a decade in the financial industry, in particular working in project management and consulting for large financial organizations. Doing real estate has caught my attention since 2003. I collected first-hand experience in real estate during those years, investing and divesting successfully in Luxembourg on a range of diverse properties (on plan, existing, reselling, renovating, renting, auctions...), and while performing on of the sales, in 2012, a British couple visiting it pinpointed how accurate I was with detailing each characteristic of the property and suggested I should become a real estate agent, an advice



which I listened to!

Finally the idea of bringing the experience of property evaluation, the sale process management, and the negotiation skills to the benefit of cLUXE IMMO's clients, in addition to my native approach as a consultant, made complete sense. To me advice is not a word, is an anthem.

### **Complete this sentence. You are the first...**

cLUXE IMMO is the first digital agency, meaning that clients do not need to come to the agency premises to discuss their needs. Most of items can be dealt virtually, and, where a one-to-one meeting is needed, clients stay at their premises - cLUXE IMMO goes to meet with them!

In addition it is beneficial for the agency to be at the client's premises, as it helps understanding the property history and features straight from the start, when dealing with sellers, or discuss the property requirements in case a buyer wants to mandate the agency for the search.

The idea is to offer clients peace of mind when coming to real estate transactions.

### **Why did you decide to set up a business for yourself instead of working with an existing network of agents?**

cLUXE IMMO addresses clients' needs in a specific manner, and has the freedom to offer its clients the breadth and the level of services in the way it is the most adapted to them. For instance, for Expats there are specific service features like translation of documents, help with administrative works related with the property and access to worldwide networks of real estate agents for their next relocation.

In general established real estate networks offer a standard way of processing the sale and tend to have a one-size-fits-all approach.

However, collaboration is established with other small to mid size agencies in order to make the client benefit from synergies when dealing with their property transaction.

### **Who is your typical client?**

The agency typical client is someone who values the dimensions of service and advice, who needs a more tailored approach, or is less familiar with the French than the English language, therefore looking for an agency to help with their transaction in a French-speaking environment.

### **How would you choose a real estate agent?**

Like any other service: T-R-U-S-T. Trust. In the person, their knowledge and their skills, trust in the fact that they are able to carry through their task according to the standard of service defined, and bring you to the desired outcome, within the desired timeframe. Trust that they will tell you clearly what to expect from the sale, that they will advise you to your best interest. Trust that they will keep you informed of the progress of the sale or of the search. Trust that when you are living a stressful or emotional situation linked to your property sale, they can be able to set your prism to see opportunities and find solutions adapted for you. Trust that they will perform their job, put down very simply.

With trust comes respect. Because when you trust someone you do not need to control they are doing the job. You know they are and that they will do it. And similarly, if we take it from the side of the agent, if you trust the fact that the client will express their needs freely and you, as an agent, are ready to listen to them, there is not



### **So, you do not push?**

Not in the way it is commonly understood. My role is to confront my client with decisions to be made and actions to be taken. Actions come as the natural consequence of the discussion around available choices, and their pros and cons.

### **Since when have you been in activity?**

The agency has been in activity since a bit less than two years, while managing the transition out of my previous job and spending time in the making of the strategy, supports and materials. A few mandates from sellers and buyers have been taken in the meantime, and plans are to speed up next year.

### **What do you do apart from working as a real estate agent and running your agency?**

I am a mother of a charming girl of 7, I love reading, arts, literature, dancing, and travelling in my spare time.

### **How long have you been in Luxembourg?**

I lived and worked in Luxembourg for more than 16 years.

### **What are the key experiences that shaped you?**

The CEO of one of my former employers said to me once that he was impressed with my capacity of dealing massive volumes of work in a short time frame and still being able to deliver quality. He literally said, he had never seen that. I was surprised to hear such a compliment from such a demanding and pushy person. But when I took a step back I realized that the way I was raised during my childhood has shaped who I am today. During my summer holidays we always had the same plan: go to my grandparents who were farmers and help them out with the farm duties. There was no other option than doing it. Nature does not wait for you to be ready! So you'd better get up and be ready to work!

### **Which languages do you speak?**

I speak French, English and Italian, which is my mother tongue. I get my way through with German and I am currently learning Luxembourgish.

### **How do we get in contact with you?**

The most effective way is to send an email to [info@cluxe.immo](mailto:info@cluxe.immo) or via the Facebook Page cLUXE IMMO. I usually respond within 24hours.

### **How does it feel to speak to a mirror?**

I must confess, awkward.

*Interview realized by Eulalia Codipietro.*

