

THE TRAVEL AND REAL-ESTATE 'SUPER-FIXER'

For the majority of busy UHNWIs, planning precious travel experiences requires investment of time, not to mention access to specialist knowledge and cultivated contacts. With no time to afford on getting it wrong, those seeking custom-made experiences or simply just the guarantee of smooth-running authentic luxury, are turning to the expertise of private-client travel management membership services.

Anthony Lassman is one such ultra-luxury travel 'super-fixer' who founded the company Nota Bene Global in 2012. Drawing on knowledge built from a highly successful career in high-end real estate and as publisher of premier destination review guides, Anthony now serves clients with a net-worth generally upwards of \$200 million.

As Anthony puts it, 'Luxury should not be afraid of simplicity. It is about freedom of time and space, genuine hospitality and fine service, and an authenticity found in exceptional locations. When you enter the world of the super-prime, the bar is set high, and that initial gut feel is so important'.

Why use a private client service?

For experiences

Increasingly, successful business people are taking more risks with their travel. In the same way that an asset manager manages private wealth, or an art advisor builds a world-class collection, companies like Nota Bene Global manage their member's time and experiences - pushing the boundaries on their behalf for that once-in-a-life-time experience.

Using a private-client service will ensure standards meet pricing, that the top hotels meet the criteria they promise, and that experiential travel creates indelible memories. Aside from this they can take control of yacht or plane charter, organizing VIP airport service and luggage shipping.

Private client travel services can organize extraordinary and rare experiences, for one client



Anthony Lassman
Nota Bene

Nota Bene secured an audience with the Pope. Others might want tickets to the Costume Gala at the Met, to fly privately from Cape Town to Antarctica, coveted seats at a top Paris Fashion show or a duly curated bespoke trip with finest suite during the opening period of the Venice Biennale, with a restored 1960s Riva to access all the shows and parties.

Members paying annual fees might travel four-six times a year, perhaps in February for skiing in Courchevel or for Winter sun in the Caribbean or Bahamas; in March or April for the Seychelles or Indonesia; in late Spring to the Mediterranean; in Summer for yachting in Italy, the Greek islands or the Canadian Pacific; in Autumn to New York or European cities for art and shopping; and finally for Christmas an African safari in Kenya and Tanzania.

For private villas

Private rented villas can provide the privacy and true relaxation that UHNWIs require often better than a hotel can. Nota Bene personally preview villas before offering them to clients, with an estimated 80% of villas on the general rental market not meeting their criteria.

The best villas are assessed on location first, followed closely by space and then the quality of finishes, appointments and staffing. The look and feel of the property has to be right, the quality of beds and linens, and the amenities such as the pool, tennis court and gym equipment. And invariably a Nota Bene client will want to know who are the neighbours.

Super-prime vacation rentals in destinations such as Greece, Costa Smeralda, St Barths, St Tropez and the Hamptons can start around £68,000 for a week, running up to £250,000.

The right event access

Increasingly, clients are wanting to be part of a progressively diverse global events scene which requires expert advice and management to access.

There is a huge growth of interest in contemporary art with amateur collectors wanting to be a part of annual fairs, as well as auctions and shows in the important art capitals of London, New York, Los Angeles, Paris, Berlin and Hong Kong.

Other events might include couture fashion shows, the Grand Prix in Monaco, the Cannes Film Festival, the Oscars, and the Palio Di Siena horse race in Italy.

Home and overseas real estate acquisition

Real estate acquisition is a serious investment, and buying in the super-prime sectors of London, Paris, Saint-Tropez, Provence, Italy, New York, the Hamptons, Los Angeles, St Barths or Mustique - in today's market requires impartial advice and a wealth of research and local knowledge.

Nota Bene Global Real Estate is the separate property acquisition service for those who neither have the time to undertake the search themselves, nor wish to become directly involved in negotiations.

Micro Knowledge

A beautiful home is about much more than the location. It is the lifestyle it affords. The flow of space, a special view, the interior design, a magnificent garden or roof terrace, an opportunity to extend and improve while at the same time increasing the value.

There are certain exceptional, coveted locations around the world where micro knowledge is essential. Which is the preferred side of a London garden square? Which is the finest of the Candela buildings on New York's Upper East Side or the best of the new condominium developments in the city? How does South Hampton compare with East Hampton and which are the most exclusive roads in each? Which do we consider the most prestigious domain in Saint-Tropez? Should the Balearics, for example Ibiza or Formentera, be considered preferable to the Greek islands? And if so, why?

Process

Without serious investment of time, turning to a private service is the only way to ensure extensive due diligence. It is vital that a strategy for purchase is in place, working closely with the appointed lawyers and other advisors, guiding the purchase through to exchange of contracts and completion.

Overlooking detail can be costly, it is essential to carry out analysis of maintenance and service charges as well as other relevant costs and taxes. This may also extend to recommending architects, interior and landscape designers, sound, lighting and security specialists as well as financial advisors.

It is important to remember that the process of acquiring a dream property abroad does not necessarily stop at purchase. It is often the case that buyers have planning issues or renovations to undertake, both of which are time consuming and which need to be outsourced by experts on the ground.

Membership

Nota Bene has approximately 150 clients at a bespoke-level service. Nota Bene Global clients are allocated a Private Client Consultant who will plan and personally manage every detail of annual travel and act as an exclusive point of contact.

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