

Movers & shakers

It's a small world, the South West. One highly regarded individual in the region's property sector, **Jonathan Cunliffe**, is branching out, inspired by the county he lives and operates in.

Your face is familiar - where do we know you from?

I have been working as an estate agent in Cornwall for 25 years, with half that for one of the world's largest real-estate firms, latterly as a director in charge of the westcountry residential business and UK Waterfront.

What are you doing now?

I've just set up my own estate agency firm, to focus on Cornwall's prime residential market.

Why? And where?

I enjoyed my time with my previous employer and learnt a huge amount but at 45 years of age I felt it was now or never, and wanted to get back to the earlier part of my estate agency career, where I spent more time on the ground in Cornwall helping clients buy and sell. I have a young family so that was a factor too. My office is a short walk or shorter bike ride from my home in Falmouth. (Although having said that, the 'office' these days is any mobile phone or laptop!).

What sort of properties are you looking to successfully market?

I have worked exclusively in the prime market in Cornwall for some twenty years, so I will stick to what I know. With my market knowledge I feel I can assist the sale of the more unusual or individual properties in Cornwall; those with a special location or history.

You've just launched - do you have anything on you books now that gives us an idea..?

Yes, I have several instructions, which I am launching now. They include a prime waterfront property on the



The Cunliffe family on holiday in New Zealand

Fal Estuary valued at £2.5m, a large house in a lovely setting on the edge of Fowey at £1.25m, and a charming creekside cottage near Helford. I also have several clients who have instructed me to market their properties on a 'private', off-market basis.

Isn't the property market suffering a downturn - is now a good time to branch out on your own?

Actually I think this is the best time for someone like me. Properties don't sell themselves in a more difficult market. I started out in the depths of the recession in 1993, so know what is needed to get the best result for my clients. I have achieved results in markets good and bad, and I think sellers know they need someone with plenty of experience in this economic climate.

What do you think you can offer that bigger branded agencies can't?

I am pretty sure my track record at the top end of the Cornish property market is second to none, but this aside, I will make sure my clients get sound advice, total discretion and a highly personal service. Although it would be silly for me to claim to have the same resources as a big global firm, of course I now have more time for my clients, as I don't have the responsibilities that go with a senior director role in a big firm. Technology has changed much in recent years and now makes it easier for smaller firms to compete with the offerings of a large, corporate estate agency chain.

How do I find you?

My own website is jonathancunliffe.co.uk
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