

Luxury real estate in Paris

Also known as The City of Light and the capital of luxury and glamour, Paris is a source of fascination the world over due to its elegance, its beautiful architecture, its culture, and the preservation of its historical heritage.

In a difficult economic environment and with the share market in the doldrums, the focus of a number of investors is again on property in Paris, which **rose by a record 22.5%** in the 12 months to the end of the second quarter of 2011 to an average of 8,150 euros per sqm (m²).

Sales of **prestige properties, which can cost more than 20,000 euros per sqm**, are even stronger, creating a shortage in this segment of the market. In this segment, **the number of transactions rose 15%** this year, with several properties selling for in excess of 10 million euros. **Every day in 2011, a property was sold for more than 2 million euros.**

Who is buying?

A number of **French entrepreneurs**, but **international clients** in particular: wealthy **Americans**; Ile Saint Louis and 7th *arrondissement* enthusiasts; **Italians**, who often opt for areas in the historical centre, such as Le Marais; **Russian businessmen**; **Brazilians**; and **families from the Persian Gulf and the Middle East**, who prefer the famous Triangle d'Or (Montaigne, Champs Elysées, George V), although this year a princess from the Gulf bought a **townhouse near the Champ de Mars for 12.8 million euros.**

This year, this group of international clients included **1% of new Chinese millionaires.** For 2012, it is forecast that this figure will rise to more than 2%.

First and foremost, international clients are looking for **authenticity and Haussmanian style**: a beautiful dressed stone façade, high ceilings, parquet, moulding and chimney. Certain features emerge with regularity, such as a terrace with an unobstructed view of Paris and a private garden with an open outlook, parking, etc.

85% of buyers of properties worth more than 10 million euros are foreign

Why this growing interest in Paris?

Now **even less expensive than London**, Paris provides buyers with the opportunity to acquire **lavish properties**: townhouses, apartments featuring terraces with a view of the Eiffel Tower or the Seine... magnificent homes rich in history that have been preserved and restored.

Beautiful and romantic, **Paris cannot be built up or out and, in 90% of cases, constructions are protected by historical monuments.** It is for this reason the world invests in Paris.

Prices remain reasonable compared to other capitals, and investments are totally secure. Property in Paris is the surest way to have a secure investment that will continue to rise in value over the long-term.

In Paris, several real estate agencies specialise in high-end properties.

Of these, **Harold Parisot Conseils France** differs from the others in its elitist approach, providing an exclusive, “tailor-made” service.

The prestige properties offered by this firm are essentially “off market” properties, which, as a result, are not offered for sale through agencies. These properties are **unique and rare, and are sold in private sales between buyers and sellers.**

With its **large, long-established network of trust with the worlds of banking, insurance and big business**, its highly selective approach allows high net worth individuals to conduct transactions with the most important professionals in privacy.

Advantages for the client?

Exclusive products, no agent, a price assessed at its true value for “the unattainable pearl”, great flexibility in finance and negotiation and, in particular, reciprocal confidentiality for the purchase.

“Our clients benefit from access to townhouses that are unknown to the public and luxury apartments that cannot be found anywhere else”, says Harald Parisot, the chairman of the company.

A specialist in financial arrangements for foreign investors who wish to purchase property in confidence, Harold Parisot Conseils provides optimal finance solutions through its **network of private banks and international law firms**. It is for these reasons of discretion and confidence that UHNW clients and a number of family offices have entrusted Harold Parisot Conseils with properties for purchase and for sale.

“Tailor-made” solutions for a demanding clientele that offer unique, rare and exclusive properties in confidence: this is the very essence of Parisian luxury, which will be with us for quite some time yet.