



by  
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# ONE to ONE

with

## Alan Waxman

Founder and chief executive of Landmass



**“It is a buyer’s market today, so you have to get it right or they will just walk out on you.” Fortunately, getting it right is what Alan Waxman specialises in.**

Founder and chief executive of an interesting property all-rounder called Landmass, Waxman takes a very broad view of property developing and, when consulted, he refuses to theorise about the potential of a vacant plot of building land.

“How can I tell you what to build until we have sat down with a selling agent and got a profile of the buyer?” This is a frequent question in the daily round for Waxman.

He is an intensely practical man too and sometimes his recommendation can be blindingly simple – yet overlooked by a developer who does not bother to look at the scene on the other side of his fence.

“For example,” Waxman told me, “we found ourselves in that very situation with a development in Notting Hill. It looked fine but the approach was dirty and shabby-looking, the pavement, road, the street furniture everything stood in the way of the site.”

What did he do?

“I got my builder to power wash everything. Clean it all, remove the litter, wash all the traffic signs... and I paid the bill, of course. It was common sense, but it worked.”

Alan Waxman has never tolerated the sight of buyers walking away because of simple matters such as scruffy surroundings: “The buyer is the king today and his or her reactions to a property scene have to be anticipated.”

Hardly surprising then that, during the current slowing of the property economy, the transfer of power to the buyer, Waxman and his team at Landmass have created a development consultancy to offer this kind of advice – for a fee.

“After all, we have the in-house skills including architects, interior designers, sales specialists, business development managers, investment advisers and so on...”

“And I do mean in-house. We are all together, self contained on the top floor of a suite in Beak Street in Soho.”

For Waxman the property business began in 1998 with the improvements he made to a two-bedroom £55,000 flat in Walworth, which resulted in the cash to buy other modest dwellings in need of re-planning and sometimes involving improvement to the visible surroundings. He has never tolerated the sight of buyers walking away because of simple matters such as scruffy surroundings.

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In the past couple of decades Landmass has developed and redesigned numerous London sites and, says Waxman, created a name for itself by boosting the value, and enhancing the use of space, in as many locations.

“With Brexit and other global, political and economic uncertainties there’s a lot of scepticism in the market, but for us this is a golden opportunity to capitalise on underperforming properties – hence the holistic service, which offers design, project management and finally delivery of refurbished luxury real estate for a client.”

Currently Landmass operates mainly in the wealthy acres of central London, though Waxman hinted at possible moves with new partners into northern Britain.

Meanwhile, though, Waxman’s advice is being sought increasingly in property-rich Monaco. But surely Monaco is already fully developed?

“Right, but frequently the quality of design is not all it should be and a lot of it needs rethinking. That is why they are so keen to get us down there!”

Waxman and Landmass are now frequent visitors. This makes Waxman’s fluency in the language an asset. In fact, before he got his first job he secured a Higher National diploma and was a BA graduate before he took to the European road to learn not only French but Spanish and German too.

Summing up the activities of this property all-rounder: Waxman and his team can and do find, redevelop and design properties, while project managing the schemes from soup to nuts. But the important start is always the planning of space. How the building stands in the landscape.

This is the work of Landmass architects. Then, and only then, Waxman stresses, come the interior designs, which are also a Landmass in-house skill – even down to the wallpaper and furniture required by the clients.

“But the main thing is always the use of space, which we call volumetric design.

“After all I’m selling space, not furniture. It’s where we stand.” **sh**