

Lucie White and Co Ltd



When did you start your business and why?

I set up Lucie White and Co Ltd in Autumn 2007. After 10 years of working in property for John D Wood and Hamptons International, an opportunity arose to manage a friend's portfolio and it all began from there.

What is special about your business?

I run a lettings-based business offering property management, refurbishment and investment advice. It is a bespoke and personalised service. The person you instruct is the person who works for you, unlike in many High Street firms. I tailor my service to match each client's requirements and budget. I've built up strong contacts over the years and, whatever it is you need, I know a man or woman who can. This is key to the success of the business.

How has running your own business affected your life?

My days have got longer! I have many clients in Japan, USA and Hong Kong so the time differences come into play. I really enjoy running my company – the work is so varied and truly rewarding.

What have been the high and low points of your enterprise?

The high point is that the business I have planned and dreamed of for a long time is actually working – and working well – I have satisfied clients to prove it. The lows have been the behind-the-scenes stuff, such as meetings at the bank, with accountants, stationers and lawyers. It's all essential stuff but not the most exciting side.

What tips would you pass on to others thinking of starting up on their own?

One piece of advice I was given by a wise woman was: 'Everything about setting up your own business takes longer than you think it will.' She was right! My other tip is to take professional advice where you have no expertise. Despite having a degree in business and finance, it wasn't until setting up Lucie White and Co Ltd that I realised there are so many things you can't learn in a classroom.

020 8549 8064 / 07767 788099 www.luciewhite.com