



MORTGAGE BROKER

WAYNE COLEMAN, W COLEMAN & CO

The public assume that UHNWs pay for their houses in cash. Not so. There's no merit in allocating all one's capital to a single asset; it only trims credit lines in other areas and means that one doesn't have the pounds on hand to prosper elsewhere. Coleman offers a solution. From offices on Knightsbridge, the father of three acts as an intermediary between UHNWs and banks, leveraging his firm's independence to source the best funding opportunities for clients.

'Our competitive advantage lies in our definitive ability to negotiate,' says Coleman. 'It comes from having a long track record with the banks and a concise understanding of credit, lending policies and where balance sheet capacity exists today. We know how to expand our banking relationships to achieve the optimal result for

clients; in many respects, we can calculate what the net result is going to be from the start.'

No surprise, then, that the cycling enthusiast has been involved in some of the biggest deals of the year. Rumour has it that he had a hand in a £40 million-plus off-market deal on Belgrave Square. Naturally, he refuses to comment.

Press reports about the lack of credit (based on increased bad loan provision and increased capital adequacy requirements at the banks) will not affect Coleman or his UHNW clients going forward, for they represent more than mere one-off transactions, as credit facilities often lead to discretionary investment management services and the like. Thus, at rates of Libor +1.75 per cent, they will continue to captivate bank attention well into 2011.