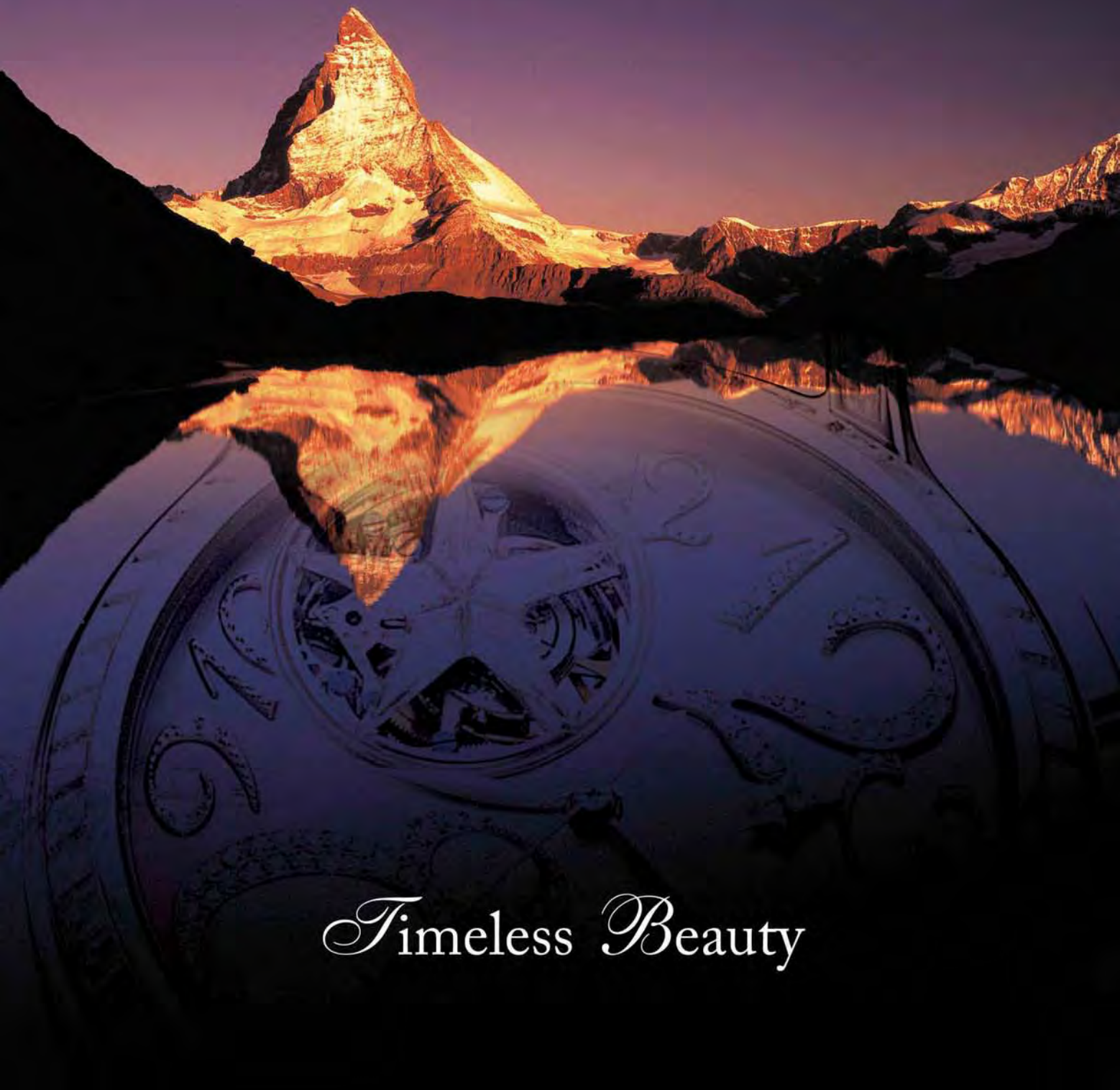


Switzerland

Khaleej Times

Special Report



Timeless Beauty



Maura Wasescha

Luxury Apartments à la Carte

MAURA Wasescha sells and rents out luxury apartments. What her clients, who are invariably thrilled by Switzerland, are seeking is quality.

“My clients love simple things”, Maura Wasescha says over a cup of espresso in Zurich’s ‘Terrasse’ restaurant. “People who can afford everything expect first rate service, whether in an Alpine hut or in a five star restaurant.” The Italian-born Wasescha loves to share her considerable experience. A restaurant - and it makes no difference whether it is a simple or expensive one - must get one thing right: ambiance. Light and spacious rooms, not too cool, radiating a certain comfort. She appreciates extravagant and unique service, for example if the maitre d’ introduces the day’s specials and

makes recommendations so that she does not need to read through the menu.

Unique service around the clock

Maura Wasescha sells and rents luxury real estate, especially in Switzerland’s Engadin, and provides her international, well-to-do clientele with tailor-made service around the clock. She can cater to almost any wish. Dealing with luxury real estate is, above all, a service, she tells us.

“You need to sense what people want. Some people working in the hotel industry tend to forget this occasionally. You simply cannot say that you don’t have the time. Luxury means taking time for the guests, getting to know them, learning about their requirements and wishes.

“In the field of luxury accommodation, much has improved in Switzerland, she says. “Luxury hotels have made substantial investments, and I appreciate that.” Top-of-the-line hotels in St. Moritz are a good example; however, in other categories, too, restaurant and hotel managers experiment with new ideas and concepts.

“Whether in an Alpine hut or a five star restaurant: people expect excellent service,” Wasescha said.

No cold beds, please

What does Maura Wasescha have to say about cold beds? She shakes her head energetically: “This is a consequence of careless construction over the last few years. Many older, badly-built properties are not easy to rent. My properties are of excellent quality, and I let my clients know that it is to their advantage if people live in them, too.”

A very high proportion of the properties she sells are rented, which is good for the region, for retail and trade, but also for restaurants and hotels. Wasescha has excellent connections across the Engadin. She is constantly on the lookout for properties that suit her clients.

Maura Wasescha’s clients love Switzerland. They appreciate the peace and quiet, the nature, the scenic landscape, the fresh air, the diversity, and the fact that they can move about without their bodyguards.

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Wasescha acknowledges that the range of tourist attractions in Switzerland has expanded. Apart from the traditional skiing, guests find more and more hiking trails also cleared during the wintertime; there are plenty of wellness facilities, and in the summer you can go mountain biking or have a barbecue on open fireplaces. Wasescha’s well-heeled clients also appreciate the excellent infrastructure and the medical care close by.

“Sometimes we Swiss lack trust in our country’s assets,” she says.

Sometimes Maura Wasescha feels that there is a lack of trust in the country’s assets. “We Swiss ought to be proud of our country. If we take pride in our own

strengths and display this pride too, this would greatly add to our credibility. We simply take too many good things we have in Switzerland for granted.”

After graduation, Maura Wasescha began her career working at the St. Moritz railway station buffet. Later she met Bruno Franzen, who paved her way into the real estate business. Today, she successfully runs her own business. What she likes most about it is the close contact with her clients. “There are many wonderful people among them. They inspire me, and I profit greatly from their ideas,” she says with gleaming eyes. “You need to be open to what people want.” She herself is a source of inspiration, too. Perhaps the secret to her success lies in her personality: she has the gift of making people happy. — Advertiser’s content

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