



Maura Wasescha

“I studied at the University of Life”

“Buongiorno, hi, how are you?” Maura Wasescha welcomes me with a winning smile. This immediately creates a pleasant atmosphere. Nothing about her is fake, she is authentic. Without arrogance, she conveys the impression of a tough business woman with both feet on the ground while still retaining her extremely likeable human side. Apart from her determination and network developed over decades, probably one of the main reasons for her success.

By Birgit Hügli-Herrmann

While the sun pours through the large windows and St. Moritz preens itself from its most gorgeous side, Maura starts to tell me how she, the 'Tschinggele' (Swiss slang for Italian migrant workers), managed to become 'the' estate agent in St. Moritz and surroundings despite the fact that no-one, apart from her second husband, had believed in her business idea. However, Maura doesn't really like the title 'estate agent': "I'm a consultant, who makes the dream homes of her discerning customers come true. Irrespective of whether they are wanting to purchase a luxurious property or a high-class holiday home." And the dream homes marketed by Maura Wasescha are indeed luxurious. One should be ready to invest at least 6 million Swiss Francs; the most expensive property on the charming lady's portfolio costs an incredible 100 million Swiss Francs.

Maura compares contract closure with a delicious dessert which crowns an excellent dinner. However, the chef and his team will first have to have delivered excellent work where appetiser, interim course and main course are concerned.

"This is no different in my business. Before you can sell a property, you have to know your customers and their desires and expectations down to the smallest detail. You must be able to advise them and I know what I'm talking about as a woman who has raised four chil-

dren and developed a successful company. My customers can sense that I'm authentic. They rely on my advice. I can hardly sell a family with children an attic apartment with roof deck. In this case I must be courageous enough to show the customer that their dream home, as beautiful as it may be, will hardly meet their needs in everyday life. Children need a garden, a lawn and ground to play on. My priority is the wellbeing of my customers; I want them to be able to joyfully look back on their purchasing decision. That's what I mean by consulting, even if it means that the customers will not buy at the moment. I know from experience that they will come back and I always find the perfect property."

Maura's service is unique, also where rentals are concerned. She knows each and every one of her properties in this segment and is not afraid to roll up her own sleeves when time is of the essence. "In an emergency, I am still able to repair a door, something that I as the head of the house have had to do more than once, and when it comes to construction quality, nobody fools me. The small things such as the plugs are what will reveal whether the house you are currently in is of high quality throughout or if you are being deceived by appearances." I never offer my customers less than first-class quality.

The actual comprehensiveness of Maura's service is reflected by her rental properties. "A family, ready to pay 100.00 per week for a holiday home is justified in their demands. These may include a butler, a chef and domestic staff, with the customers expecting first-class personnel, whose actions are both well-versed and discrete. In this case, Maura leaves nothing to chance. She handpicks the staff herself and checks references. And if her partly very prominent customers want to go out to dine, Maura makes it possible: "I always have tables reserved in my name at the best restaurants in St. Moritz. In this way, nobody will find out who the actual guests are and the paparazzi will not get wind of the presence of prominent guests."



Maura does not utter a word about the purchase price and certainly not about the purchasing party. "Apart from service, discretion is one of the main pillars of my company." This is much appreciated by Maura's customers, many of whom are prominent figures. I am passionate about my work, not about boasting to whom I have sold properties and with whom I have just had lunch or dinner.

Days of working 14 hours are therefore not uncommon for Maura. "This created quite a bit of conflict while my children were still small. Trying to reconcile my work and my family. I have learnt that being a mother does not stop you from having a career. But you do need stringent organisation and a partner or family willing to help.

The property crisis also hit the Engadin region. However, the crisis occurred later (2012-2016) and was particularly tangible in the lower and middle segment. Maura Wasescha explains that luxury properties did not lose their value during the crisis. "The price collectors willing to pay for flawless diamonds cannot be rationally explained. Their rarity awakens desire, which is exactly the case with luxury properties in and directly around St. Moritz. The venue dictates the price." However, Maura Wasescha also confirms that the customers take their time. "Last year, I was unable to close a single purchase, and only a few rentals. However, things changed drastically since the beginning of the year and only a few weeks ago, I was able to celebrate the most expensive sale of my entire career."



The entire family still has Maura's back, even today. This gives her the time for flexible reactions. Although her main area of work is the Engadin region, her network spans the entire globe and she may therefore find herself being asked by customers to search for properties in Thailand, the US and anywhere else in the world for that matter. "As I always clarify all of the requirements of my customers in advance, I always present three properties, which can all fulfil these requirements. And there is almost always one among them which the customer will purchase." When Maura says this, she laughs and adds: "I love my work and I'm really good at it. I may never have attended a lecture at a renowned university, but I have studied at the University of Life for many years and what I learnt there is so valuable that I managed to get right to the top."