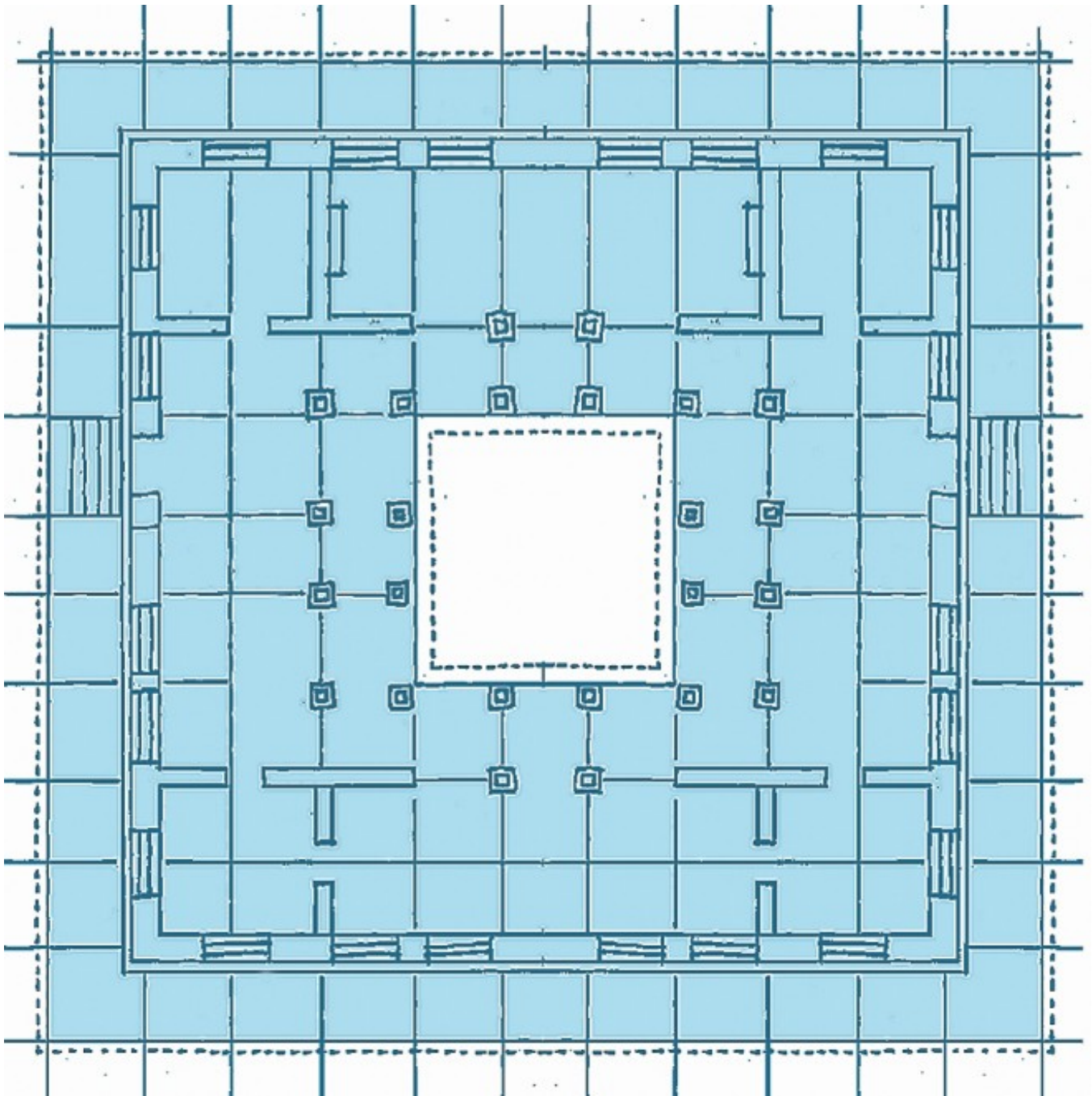


Agency hires Vastu Shastra specialist to cater for influx of Indian buyers

A Mayfair-based buying agency has decided to partner up with a Vastu Shastra specialist after reporting a significant increase in the number of clients of Indian origin looking to buy in London.



The Collection LLP has taken the unusual step in order to assist buyers looking for a property that meets the fundamental principles of the ancient science.

Originating in India over five thousand years ago, Vastu Shastra established specific rules on how buildings should be designed in terms of directional alignments; a property constructed according to Vastu principles is believed to improve the health, prosperity, happiness, wealth, peace of mind and spiritual development of its inhabitants.

Caroline Takla, Founder & Managing Partner of the firm, told us that correct Vastu alignment of a property is a “critical factor” affecting the purchasing decisions of an increasing number of her clients. “Clients can reject short-listed properties that, for example, have a south-west facing entrance as these are thought to bring struggles and misfortune,” she explained.

After seeing a considerable increase in the level of interest in the capital’s property market from clients of Indian origin, based both abroad and within the UK, Takla says she felt it important that her team better understands this science to improve client servicing: “There is no point wasting a client’s time by arranging viewings of incorrectly aligned properties. Many of our clients live abroad so we need to maximise the value of their visits to London by only showing them Vastu-compliant properties if we know this is important to them.”

Along with an initial screening of entrance alignment, the firm now also offers in-depth audits of properties on request, plus recommendations and implementation measures for correcting non-Vastu compliant spaces.

According to [figures](#) released earlier this year, overseas-based Indian buyers spent almost £450m on 221 residential properties in PCL during 2013 (the top three most popular locations being Mayfair, St Johns Wood and Belgravia), typically dropping anything from £1m to £20m on their Mayfair purchase, with 70% plumping for an apartment or penthouse and the rest going for a mansion, townhouse or mews property.

It’s estimated that some 3,000 UHNW Indian families now choose to spend their summers in W1, either living in their London homes, renting property or staying in luxury hotels.

We asked The Collection for an introduction to Vastu Shastra and the some of the key principles. Being one of the most important doctrines in existence, there’s obviously quite a lot more to it than this, but here’s a brief summary:



Caroline Takla

The Universe is comprised of five elements (this includes buildings): water, air, fire, earth and space.

Each direction is dominated by one of the five elements.

North is dominated by water and water is associated with creativity, new opportunities, money, healing and restoration.

East is dominated by air and air is associated with fun, happiness and refreshment.

South is dominated by fire and fire is associated with power, confidence and money.

West is dominated by space and space is associated with expansion, enhancement and communication.

The centre of a built-up space is dominated by earth, which is associated with stability, balance and maturity.

The direction of the main entrance to a building plays a very critical role for the inhabitants and so is the first aspect to be checked by vastu experts.

An imbalance arises when the wrong element is found/placed in the wrong direction. For example, toilets should not be in a north zone as they are associated with disposal and north relates to new opportunities, money, etc. – this will literally flush out new opportunities. A toilet is best placed south of south west (SSW). The master bedroom is ideally placed in the south zone while the ideal zone for a child's bedroom is west of south west (WSW).

Imbalances can be corrected to certain degrees by using appropriate colours, metals and shapes.

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