



London Class: Israeli Magic

By Anna Harwood

Rinat Sylvester is a woman who means business. Having spent seven years working in London for philanthropic organizations supporting Israel, several years ago she decided to return to her homeland, to her roots and to the magical city of Jerusalem. Sylvester decided to utilise her vast experience in business and the British professionalism which she so admired and begin Hazon Properties, an upmarket real estate company.

“My first client reaffirmed that there was a gaping lack of honesty and professionalism in the Israeli real estate market,” Sylvester recalled. “He was an international businessman but he was intending to buy an overpriced property which had both structural and interior problems. Despite having an unlimited budget, I helped him buy a far cheaper, yet superior property in the area.”

British-Israeli Business People

Sylvester was buoyed by her success and empowered to develop a real estate business which would stand on its firm reputation, and additionally which would uphold high standards of Jewish business ethics, philanthropy and employment conditions. “As British-Israeli Businesspeople we take our responsibility very seriously representing these two nations,” She explained. “Working in Israel implored us to be extra stringent when it comes to ensuring that not only do we espouse these values, but that all the companies, architects, builders that we work with similarly do so.”

Hazon Properties is directed by Sylvester and her brother, Ahituv Getz. Her close friend Yafit Gould recently joined the company as director of Hazon Properties’ newest branch in the Sharon region.

Sixteen years ago, Gould and Sylvester were seated next to each other on a flight to England bawling their eyes out. They were leaving their beloved homeland to be with the British men that they had fallen in love with. This instant connec-

tion between the two women strengthened as they began their new lives together in the UK.

Gould, at time a property lawyer, eventually moved to Newcastle where she explored her creative flair, gaining an Interior Design diploma to complement her business skills. With law, business and design under her belt she entered the field of property development. From renovations to complete building projects, Gould built a portfolio of hundreds of properties that she managed, let and overhauled. “It was obvious that Rinat and I would work together upon my return to Israel, there was never another option,” says Gould.

Responsible Business

Every month, together with all their employees, Gould, Sylvester and Getz hold a Rosh Chodesh (new month) meal. This is followed by the whole team volunteering at a host of projects including the local hospitals. Likewise, in keeping with the importance of *Tzedakkah* (charity), Hazon Properties are stringent to donate a percentage of the profit of each sale to a worthy cause. “Just as we want the very best for each and every client, so too do we want to contribute to Israel and her success.”

Sylvester is a busy mother of six. Together with her team, they currently work with exclusive projects in Raanana, Tel Aviv, Herzliya and Jerusalem but she says that they are guided by the needs of the client. “We all come from very professional, client-driven careers. Not only do we understand the Israeli market having grown up here, we understand the needs of our British clients having lived in, or married into, the British culture.”

“While we never claim to be mind readers, our years of experience in both countries enable us to work extremely quickly with our British clients to avoid wasting their time when they are so often in Israel for such short periods,” added Gould. “We know the areas, we know the lingo and we know property.”



Talbieh project, Jerusalem

Upmarket Elegance

Two such projects that Hazon Properties are bringing to British buyers are the *Wingate 37* seaside development in Herzeliya Pituach and the *Talbieh Residence*, a stone’s throw from the old city in Jerusalem. “We choose our projects based on location. Once we have the perfect setting, we can then get to work making sure that the property is fitted out to the highest standards and that no corners are cut; that’s where my brother comes in.”

Having travelled the world as a Diplomat for Israel’s Foreign Ministry, Ahituv Getz has met his fair share of shrewd ‘wheelers and dealers’. “Ahituv is a real army man, he deals with all our contractors making sure that they keep to the high standards that Hazon Properties has built its name on,” raves Sylvester. “We are concerned with both developing and maintaining the prestige nature of our projects, but also that they run on schedule; that is where my brother excels.”

Wingate 37 is located just 300m from Herzeliya Pituach’s sandy beaches. Due for completion in under a year, in addition to the green gardens and open terraces which envelop each apartment, almost all of the fifteen residences will be complete with their own, private swimming pools. With the latest modern fittings, stylish floor to ceiling windows and large open plan living spaces, *Wingate 37* is a rare find.

The needs of the consumer are carefully considered with ample underground parking and storage, and even a private wine cellar to store that celebratory bottle of champagne. “What we’re putting inside these apartments is unheard of in Israel” claims Sylvester. “Armani kitchens, the finest flooring and state of the art ventilation systems; we all come from London,

have witnessed the highest quality of living and we hold ourselves to the same standards.”

Facing East

For those looking for a property in the heart of the Jewish world, Hazon Properties have turned their sights towards the holiest city on earth, Jerusalem. The *Talbieh Residence* is located in, what is considered, one of the most prestigious addresses in Jerusalem. Neighbouring the residence of the President of the State of Israel and the Jerusalem Theatre, the *Talbieh Residence* is just ten minutes by foot to the gates of the Old City.

This elegant development, with its 22 distinct units, has apartments to suit every taste. Cottage gardens, penthouse suits, rooftop balconies and panoramic views are again, designed to European standards. All are equipped with under-floor heating, inbuilt entertainment system capabilities and tasteful décor right down to the light switches. The kitchens and bathrooms are beautifully fitted with the highest quality designer fixtures sourced from across Israel and beyond and the buildings themselves are clad in famous Jerusalem Stone.

Beyond Real Estate

Hazon Properties is a family business. Sylvester, Getz and Gould have worked tirelessly to build a reputation and garner support internationally within the field of Israeli Real Estate. In addition to overseeing the project through to completion, the Hazon team will go that extra mile to support the client right through until they fix the mezuzah on their new doorpost.

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