

# An app with the X Factor

**Simon Cowell's lawyer  
Clive Rich tells JANE SLADE  
how his new iPhone app can  
help you cut a mean deal  
when buying your new home**

**T**HE MAN who negotiated the worldwide rights for Pop Idol and then The X Factor for Simon Cowell is poised to become a big noise in the property business with a new application he has devised to help us all become great deal-makers like him.

Clive Rich styles himself as a professional negotiator and media lawyer and worked for Simon Cowell for 15 years from 1991. "I just sat alongside him and made sure the deals went through smoothly," he says. "I negotiated the worldwide rights for Pop Idol, which was huge business, including Will Young and Gareth Gates's record deals, and then American Idol. "Simon then set up his own company, Syco, and I negotiated the rights for The X Factor." Now that The X Factor is about to take America by storm, Clive has decided to move on and alongside his own media law business has developed an app called *closemydeal.co.uk* which is available through Apple.

"The basis of the app is to help people acquire good negotiating skills through scenarios, and presenting choices about what to do," he says. "It is very practical and very important, with more people choosing to bypass the high street estate agent and market their homes online, that they acquire good negotiating skills as they won't have an agent doing that on their behalf. "One of the problems with selling houses through a high street agent is that you are remote and distant from your customer. It is



**RICH PICKINGS:** Clive says good negotiating is a skill that anyone can learn with his help

better to have a direct relationship with the vendor/buyer so you can engage in a proper negotiation rather than a soulless process where you may lose a sale unnecessarily.

"My app is a roadmap to helping people and giving them confidence. It can be really enjoyable, whether you are negotiating a salary rise or reasons for your employer to keep you."

Clive's father Paul was a crooner in the Forties and Fifties and also published music for Elvis Presley, Michael Jackson, Dolly Parton,

the Bay City Rollers and Burt Bacharach. Clive would mingle with the Four Tops, Ray Davis and Peter Grant, manager of Led Zeppelin.

"I was happy being around musical people which is why I ended up in the music industry of sorts," says the 50-year-old Londoner.

Clive lives in an early Victorian six-bedroomed town house in Putney which he bought 10 years ago. The multi-million-pound property, with a 200ft garden, was a former naval captain's home. "There used to be a

tributary of the Thames at the bottom of the garden so he could catch a skiff to Greenwich," Clive says.

It is a great location for a negotiator/fixer like Clive; close to Richmond Park where he can do his thinking, a main line and Tube station to get him into town and plenty of shops nearby.

Adorned with marble fireplaces, inlaid wooden floors, oak shutters and a beautiful conservatory, the house is a totem to his success and also his wife Joanna, mother of their four children and a forensic psychologist.

He and Joanna are keen collectors. Joanna's coterie of maple hat stands are in the music room and Clive's American Civil War battle scene of toy soldiers is laid out in his office surrounded by shelves of toy cars.

Professionally Clive prefers the high-tech world and as founder of the media law firm Rich Futures he helped the Royal Opera House gear up to the media age and launched it on to Facebook and Youtube.

However, he says those with good negotiating skills are more likely to survive the recession. "Individuals cannot rely on the government or employers to look after them; you have to live by your wits," he argues. "Being sharp enough to make a good deal is vital. It is a skill that can be learned and should be taught in schools. More and more people want to be entrepreneurs and not rely on others.

"Negotiation is about three things: attitude, process and behaviour. Having the right attitude is vital. You have to be positive and believe you can win but it is also important to make the other side feel okay too."

Sound advice from the man who also negotiated Take That's first record deal.

● The basic version of *Close My Deal* is available free from the iPhone App store. [closemydeal.co.uk](http://closemydeal.co.uk)

UP TO **£63 OFF**<sup>†</sup>  
Dual Cleaning Systems

- Only 4.2kgs/9.4lb in weight
- Easy to lift & manoeuvre
- Powerful direct suction on all floor types
- Unique easy-move design takes away the strain
- Lifts & traps pet hair and odour fast!
- Healthier cleaning with anti-bacterial protection and HEPA filtration dust-lock bags

**1/2**  
the  
weight  
of most  
upright vacuums

**FREE 10 YEAR Warranty**

**Try at home  
for 30 days.  
Satisfaction or your  
money back\***



**INCLUDES**

Deluxe Compact Cylinder  
worth **OVER £130!**  
Ideal for stairs, car  
interiors, upholstery.

**† FREE P&P**  
Worth £19.95

**SAVE TIME**

**SAVE ENERGY**

**SAVE ON BILLS**

**ORECK®**

**CALL FREE on 0800 783 3338**  
or visit [www.oreck.co.uk/EX111CC](http://www.oreck.co.uk/EX111CC)  
or return the coupon to FREEPOST ORECK, EXETER

Name  
Address

Postcode

Tel

Email

I would like to receive details of exclusive Oreck email offers ☐

\*\*10 year warranty is for the XL10 upright, domestic use only. \*Payment taken prior to despatch. †£63 off applies to the XL10 dual cleaning system and includes free P&P. Products subject to availability. Calls may be monitored or recorded for training purposes. All prices include VAT. ©2010 Oreck Holdings LLC. All rights reserved. Offer ends 28.02.11.

If you do not wish to receive Oreck special offers and promotion, please tick box(es). By email ☐ By post ☐  
If you do not wish to receive Special offers from selected companies we recommend by post, tick box. ☐

**EX111CC**