

Honest Henry

Henry Broughton prides himself on being a trusted and honest car salesman



Henry R Broughton and HRH Prince Michael of Kent (Patron), Windsor Castle Concours of Elegance, September 2016. The white car in the back is a 1962 Ferrari 250 GTO.

How and when did you get your start in this business?

I founded Henry R Broughton Automotive in September 2013. It came from a combination of a life-long passion for cars and having taken advice from a very successful friend of mine who advised me that if you are able to do what you love, success would follow.

To what do you attribute your success in this business? Car salesmen (or women) have a reputation for being dishonest. How are you different from the stereotypical car dealer? Why should someone trust you?

It is certainly true that there are a lot of unscrupulous car dealers out there due to the sums of money involved and the unregulated nature of the market. It is my view that all you have is your reputation, which takes years to build and potentially moments to destroy. As I intend Henry R Broughton to be in this business for the long haul, I intend to protect my reputation with my values of absolute honesty, integrity and discretion.



1964 Jaguar XKE "The most beautiful car ever made" - Enzo Ferrari

What advice would you give someone looking to buy a classic car?

Do as much research as you can to make sure it is the car you really want and then seek advice from an industry insider such as myself. I would then search the market and contacts within the industry to find the right car, be it on or off market. Once we have settled on the right car it is imperative to go and see the car and definitely drive it before parting with any money.

If money were no object, what one car that's currently for sale would you buy? And why?

In the tens of millions it would undoubtedly be a 1962 Ferrari 250 GT Berlinetta SWB. It is one of the most notable GT cars of all time with a fantastic racing pedigree it is also one of the most beautiful. On the more realistic scale of the hundreds of thousands, without a doubt, I would buy a 1988 Aston Martin V8 Vantage Volante 'Prince of Wales'. This was the first car I ever drove, aged ten, sitting on my godfather's lap, and which kick-started my passion for cars.

Tell us something about you most people don't know?

Although based in London, my family arrived in America in 1620 and stayed in Fairhaven, MA for nearly 300 years. I have huge ties to the U.S., which I'm very proud of.

Give an example of a way you've gone over and beyond the call of a duty for a client.

I hope that I go over and beyond the call of duty for all my clients, but I think travelling to Australia to inspect a car must rank fairly high.

Talk to us about cars as investments. Can you share any success stories?

While it is certainly true that cars have out-performed most other asset classes over the last ten years, I would never advise a client to buy a car purely for investment purposes. It is much more about passion and the appreciation of beauty, rarity and the enjoyment of a drive on a perfect road. ♦

Visit Broughton's website at hrbautomotive.com and contact him at hrb@hrbautomotive.com.