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Urban Dwellings & Great Collection



Rob Jenson offers his concierge program with Striker VIP, Inc., to his Jenson clients. His buyers get access to lifestyle amenities such as restaurant and show reservations, luxury transportation and spa and golf course arrangements. Shown here at The Ridges at Summerlin.

BUYER INCENTIVE

TOUGH TIMES CALL FOR LUXURY MEASURES

BY MATT KELEMEN
+
PHOTO BY ROBERT MILLER

The storm that struck the housing industry did more than affect property values. It shook the trees among the swollen ranks of realtors, causing some to fall to the ground and others to come up with innovative ways to remain securely perched on their respective branches. Rob Jenson falls in the latter category, surviving and thriving on the luxury limbs and coming up with new incentives that are more than just gimmicks.

Jenson, owner and founder of the Jenson Group at RE/MAX CENTRAL, has formed a partnership with Striker VIP, Inc., adding "high-touch" concierge services to its realty repertoire. Any buyer of a property sold for more than \$1 million will be able to take advantage of Striker's offerings of hard-to-get restaurant and show reservations, luxury transportation, spa and golf course arrangements and no-wait nightclub access.

But is it an amenity that adds value or a way to draw someone's attention to the property in the first place? "It's both," says Jenson. "Luxury products in general, whether it's a Dior t-shirt or a \$10 million home, are not necessarily things that people need. It's a want. Their timeframe isn't ... they're not always in a rush to buy. You have to cater to their needs and get them to come to the property."

There's no air of anxiety about the market coming from Jenson, lending credibility to the partnership's origin as a proactive strategic move rather than a reactionary one. In addition to offering a tier-system of concierge services for buyer's—the higher the price of the home, the more hours of services offered—buyer's agents can take advantage of Striker services to tour properties.

"We're professional," says Jenson. "We know the market better than anyone else and we bend over backwards for everyone. Why not give a helicopter tour over The Ridges or MacDonald Highlands and jump in a limo to go look at homes? We're in Vegas. Let's have fun while we're looking at property." **HD**

THE JENSON GROUP

CATEGORY: SALES & MARKETING

PROGRAM: VIP CONCIERGE

PRICE POINT: \$1 MILLION+

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