

Vegas' Added Values

By Lauren Varga

Las Vegas developers are extending furnishings, amenities, services and more to lure buyers.

"You have to have every reason to stand out," says Robert Jenson, founder and principal Realtor at The Jenson Group of RE/MAX Central.

To break the mold, Las Vegas communities, such as Lake Las Vegas and CityCenter, and real estate agents are offering clients more than just a residence. Buyers are being presented with the amenities of a five-star resort—including concierge services, fully furnished residences and high-end amenities—and are being "wowed," says Jenson.

The Jenson Group is representing elite properties accented with designer furnishings, such as Thomas Burger of Zen Interiors and Sandra Carson from Finishing Affects, and concierge services through Striker VIP Inc. "Striker's not your joe-average concierge," says Jenson. "His goal is to go above and beyond the basic."

Jenson recently sold a fully furnished home in the Ridges, a guard-gated community on the west side of Las Vegas, for \$2.7 million. "The fact that the buyers could move in that day or once they got their keys was really appealing to them," explains Jenson.

Lake Las Vegas, a master-planned community

is also catering to the needs of buyers in today's market. Designed around a 320-acre lake and inspired by Lake Como in Italy, Lake Las Vegas offers buyers exceptional concert series, membership packages, concierge services, world-class golf, marina access and the ease of buying a fully furnished home.

"There is a buzz about Lake Las Vegas," says Geoff Rhodes, director of marketing and community relations for Lake Las Vegas. "People want to be a part of a community that has something happening."



Lake Las Vegas



Vdara Condo Hotel



CityCenter

Real estate offerings—including condos and studios to estates and homesites and everything in between—at Lake Las Vegas range from the \$300,000s to \$20-plus million. Currently, Lake Las Vegas has 20 sold-out communities. "This shows that we are a maturing destination," says Rhodes. "Our growth can also be attributed to the fact that we have a variety of different, award-winning builders and home products."

Moving into the heart of Las Vegas, buyers are becoming captivated by the design, features and the vicarious lifestyle afforded by CityCenter, a master-planned community developed by MGM Mirage. "Our residents are looking for a bit of Las Vegas in their lives and a bit of their lives in Las Vegas," says Tony Dennis, executive vice president, residential division, CityCenter.

The development, which will open in 2009, boasts four residential buildings—Veer Towers, Vdara Condo Hotel, the Harmon and Mandarin Oriental—that range from \$500,000 to \$9.1 million. Each building affords four- to five-star amenities, environmentally friendly design concepts and services clientele expect.

"Vdara Condo Hotel is more than furnished, it offers flatware, stemware, linens, anything," says Dennis. "Vdara is taking the turnkey, care-free lifestyle to the virtual extreme." CityCenter's other residence buildings offer furniture packages by world-renowned designers.

CityCenter will embrace Las Vegas' distinction as a cultural destination by featuring a fine art program that highlights famed artists and an array of art forms. **U+I**

UNIQUE HOMES MAGAZINE 121

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At a Glance

More than one-quarter of Las Vegas homes listed at \$1 million-plus have been sold fully or partially furnished this year alone.

There are currently 178 listings priced at more than \$3 million on the market.

This year alone, 80 percent of home sales from \$1 million and above were located in guard-gated communities.

Lake Las Vegas has two golf courses, one designed by Jack Nicklaus, the other by Tom Weiskopf.

