

# TOP AGENT MAGAZINE

by Amber Scabia



## The Jenson Group: Las Vegas' Best Bet for Personal Service

Eskimos not in the market for a glacier would be wise to avoid Rob Jenson, Founder and CEO of The Jenson Group, a five-person team specializing in the Las Vegas luxury real estate market. Jenson is a visionary and born leader whose finesse takes the art the deal to a level that would make even Donald Trump proud, his sales skills having been honed as a child when he marketed first bubble gum and then fireworks to his classmates, the latter resulting in him being ousted from the class field trip.

His penchant for crafting deals and the exciting pace of sales ultimately ruled out the medical career Rob planned on while securing a Bachelor of Arts in Biology from Whittier College in California. Instead, the Oregon native relocated to Las Vegas in 1999, where he began his career in real estate, working for Key Realty initially before settling into RE/MAX CENTRAL where he has grown a client base that yields national referrals and led his team to the top 1% of sales in the Las Vegas Valley.

The benefit of a team, in Rob's mind, is that a group of individuals with a variety of personal and professional strengths allows for specialization and a heightened ability to meet client needs. The Jenson Group consists of Buyers Specialist Claire Hong; Listing Coordinator Desiree Cope; Closing Coordinator Donna Williams and Buyers Specialist Susan Gallahar. While some members of the team prefer to approach deals analytically, others invoke passion and thrive on creating more intimate relationships.

Regardless of personal style, all team members work full-time in the real estate industry, a fact Rob believes results in heightened client confidence. "I think a lot of people would be concerned if their surgeon was also a bartender at the casino in the evenings," mused Rob. "Not that you can't do a good job with dual careers but I have found that focus breeds excellence."

The Jenson Group further distinguishes themselves from the competition with a comprehensive, state of the

art marketing campaign that fires on all cylinders. From a website tricked out with professional video tours of listings to a blog aimed at educating readers about the state of the market to a magazine geared exclusively toward the guard-gated community lifestyle produced in-house, The Jenson Group capitalizes on all available technological and traditional marketing outlets to ensure prospective customers have the knowledge necessary to make well-informed decisions.

But although the Jenson Group are consummate professionals who make staying abreast of market changes and industry innovation a priority, they recognize what many do not—that, at its heart, real estate must be personal. Before The Jenson Group begins matching buyers with homes or sellers with buyers, a very important conversation takes place, where team members look to understand the motivation driving the real estate transaction. Within that conversation, team members can learn about the client's goals, determine and explain how realistic those goals are and explore the emotions and values motivating the decision to buy or sell a home.

Although most real estate transactions are fraught with complications, The Jenson Group can minimize client stress by employing basic practices such as a belief in always telling clients the truth, returning calls the same day and providing resources that can help make a big decision a little easier. "My team is knowledgeable and experienced," explained Rob. "We know what it takes to help people reach their goals. Go to your favorite bartender for the best drinks but for the best in personal service with proven results, come to The Jenson Group. We would love the opportunity to take care of you."

**Rob Jenson**

**The Jenson Group  
RE/MAX CENTRAL**

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