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Innovative Las Vegas Realty Now Bundling In-Home Concierge Service with Listings and Closings, Offering Buyers Exclusive VIP Property Tour Packages

The Jenson Group of RE/MAX CENTRAL and Striker VIP Team to Launch Ground-Breaking Real Estate Marketing Program Offering Las Vegas Buyers In-Home Concierge Service Bundled with All High-End Property Listings and Closings; Company also Offering VIP Packages for Touring Residential Real Estate in Style

LAS VEGAS, NV, June 10, 2008 – The Jenson Group of RE/MAX CENTRAL (www.TheJensonGroup.com), a leading luxury Las Vegas real estate agency specializing in high-end residential property, and Striker VIP, Inc., Las Vegas' premier 5-star host, concierge and event services provider, today announced the launch of an innovative marketing program through which The Jenson Group now "bundles" Striker VIP's in-home concierge services with any property selling for \$1 million and above the agency facilitates a closing on, as either the listing or buyer's agent.

The companies have also joined forces to offer those shopping for property in the region – whether as a primary or secondary/vacation residence - exclusive VIP real estate tour packages comprised of luxury itineraries, which are personalized and priced based on each prospective buyer's distinct needs and requests. This all to serve as value added incentives for both buyers and sellers, to generally distinguish the company's services from others in the marketplace, and to serve as a unique discriminator for the agency within the real estate industry at large.

"We feel that automatically providing buyers with Striker VIP's white glove concierge service rivaling that offered at Vegas' best resorts, but from the comfort and convenience of their new home, will resonate in today's ultra-competitive real estate marketplace, and can potentially serve as the deciding factor when all else is equal among properties under consideration," notes Robert Jenson, CEO and principal REALTOR® at The Jenson Group. "While the advantage for buyers is clear, we also expect this bundle program to encourage more sellers to list their properties with The Jenson Group, since they will benefit from our aggressive, leading edge marketing practices, as this new buyer incentive exemplifies."

Under the landmark agreement, The Jenson Group is now automatically bundling Striker VIP's high touch concierge service that includes, but is not limited to, "impossible to get" restaurant reservations, front row show and event ticket procurement, luxury and exotic transportation arrangements, spa reservations, tee times and red carpet "no wait" nightclub and lounge access, with each of its residential property listings and closings in five pricing tiers, as follows:

- Buyers of homes sold between **\$1MM-\$1.99MM** will receive **5** hours of Striker VIP service time (a \$1,500 value)
- Buyers of homes sold between **\$2MM-\$2.99MM** will receive **10** hours of Striker VIP service time (a \$3,000 value)
- Buyers of homes sold between **\$3MM-\$3.99MM** will receive **15** hours of Striker VIP service time (a \$4,500 value)
- Buyers of homes sold between **\$4MM-\$4.99MM** will receive **20** hours of Striker VIP service time (a \$6,000 value)
- Buyers of homes sold at **\$5MM and above** will receive **25** hours of Striker VIP service time (a \$7,500 value)

To further induce new client acquisitions, those represented by The Jenson Group as a “buyer’s agent” will automatically receive 10 additional hours of concierge service over and above that which they qualify for based on the pricing tiers, above (a \$3,000 value). As an affiliate incentive, third party real estate agents representing individuals purchasing property listed by The Jenson Group will also be granted one hour of concierge service per closing (a \$300 value).

Concierge service time includes the research, personalization, creation, arranging, scheduling and fulfillment of services requested. Any and all third party fees, such as that for transportation rental, show tickets, spa services, greens fees, excursions, and the like, are not included in the bundle and are additional, optional expenses to be incurred by the client.

Those using The Jenson Group as a “buyer’s agent” may opt for the realty’s new for-fee VIP real estate tour packages, which are meticulously customized by Striker VIP experts. Available options include private lear jet service into and out of McCarran airport, VIP helicopter tours over property locals and other Vegas-area landscapes of interest, and a privately chauffeured limousine stocked with gourmet fare for property viewing tours. Those traveling into Las Vegas to view property may also select more traditional travel hospitality services, including deluxe hotel accommodations, luxury vehicle rental and a myriad of entertainment and excursion options.

“These partnership-driven programs are the first of many such value added services our agency will roll out as we continue to elevate industry standards and exceed client expectations,” notes Jenson. “These initiatives - each exclusive to our agency - further our ability to provide distinctive representation to Las Vegas’ most discriminating clients for whom ordinary real estate services just won’t do.”

Those interested in learning more about The Jenson Group’s exclusive Striker VIP 5-star concierge service real estate bundle and/or its VIP real estate tour packages may contact the agency directly via telephone at 702-255-8252 or through its Web site located at www.TheJensonGroup.com.

About Striker VIP, Inc.

Founded in 2003 and “Vegas Certified” by the Las Vegas Convention and Visitors Authority, Striker VIP, Inc. is among the world’s preeminent five-star Las Vegas host, concierge, and event service providers. The company is owned and operated by its dynamic figurehead and “living brand,” Steven Striker, who is widely known as “The Ultimate Vegas Insider.” Striker VIP’s luxury lifestyle clients walk the proverbial red carpet and receive white glove service wherever they go, with absolutely nothing out of reach while under the company’s care. Headquartered in Las Vegas and with an international operations branch in Calgary, Canada, Striker VIP is a member in good standing with the National Concierge Association. The company may be reached through its Web site at www.StrikerVIP.com.

About The Jenson Group of RE/MAX CENTRAL

With a team that has served the Las Vegas community for nearly a decade, The Jenson Group is a premier luxury real estate agency specializing in the sale and purchase of upscale residential property, including estate homes, high rise condominiums, and land for use or investment. A RE/MAX "Hall of Fame" award recipient consistently ranked in the top 1% of sales throughout the Las Vegas Valley, The Jenson Group offers distinctive representation to Las Vegas' most discriminating clients who demand a high caliber of service. The company is staffed by an expert team of real estate professionals with unsurpassed knowledge of the luxury Las Vegas real estate marketplace. The company may be reached via telephone at 702-255-8252 or through its Web site located at www.TheJensonGroup.com.

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