

TOP AGENT

MAGAZINE



Kenneth
Lowman

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Luxury Homes of Las Vegas



by Leah Wheeler

Ken Lowman, founder and principal broker of Luxury Homes of Las Vegas, grabbed national media attention last April when he chartered a private jet to fly affluent buyers to Las Vegas to tour luxury homes in foreclosure. The event was featured nationwide on television programs such as NBC Today, ABC Nightline, Inside Edition and Fox Business News, as well as in prominent newspapers such as The New York Times, the Los Angeles Times, the Wall Street Journal and others.

When it comes to luxury real estate in Las Vegas, Ken Lowman is a rainmaker, a title he has earned by creating opportunities with innovative ideas and targeted marketing.

“In real estate, the harder you work and the smarter you work, the more successful you can be,” Ken says. Since he began his real estate career more than two decades ago, Ken has been all about working hard, working smart and getting amazing results.

Ken graduated from Oregon State University in 1988 with a degree in Industrial Engineering, but it did not take him long to discover that his true calling was real estate. He began in Southern California in 1990 and at age 25, in his first year as a REALTOR®, he was the top agent in a firm of 140 agents. Three years later, he was the number one real estate salesperson in the world for the ERA franchise, which had over 35,000 agents in 13 countries at that time.

In 1995, Ken moved to Las Vegas, then the fastest growing city in America, to take advantage of the booming economy and the great opportunities the city offered. After four years of growth and successful selling as a top agent at Spanish Trail Realty, he opened his own company, Luxury Homes of Las Vegas, in 1999.

Ken focuses solely on the high-end luxury sector, primarily in guard gated luxury communities, but also including equestrian properties, golf course communities and exclusive, gated enclaves. “In the luxury market, you sell spectacular homes to extraordinary clients,” he says. “Of course, they have very high expectations in terms of marketing, servicing, and the relationship process. But I would rather serve 40 clients to my highest potential than have 100 clients who do not feel fulfilled,” he says.

Many achievements attest to Ken’s dominance of the sector. In 2007, when the market was at its peak, he sold a home in Las Vegas for \$1,047 per square foot, the highest amount ever paid per square foot for a residence in Clark County. Last

year he sold a \$4.2 million luxury home in one day. His highest recent sale was a \$7 million property, in which he represented both the buyer and the seller.

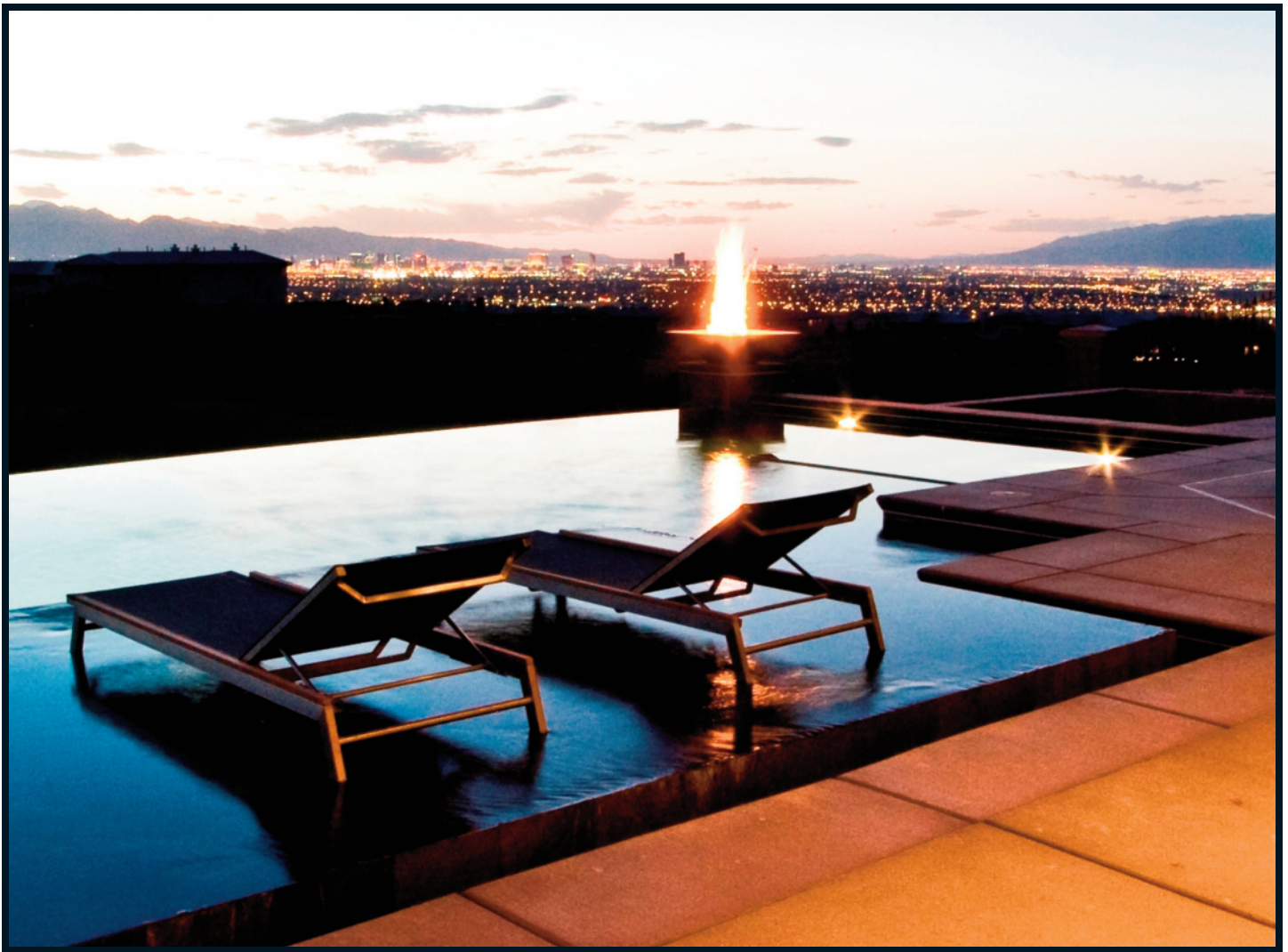
Goldline Research, an independent research firm specializing in evaluating professional service firms, named Ken as “one of the most dependable luxury real estate professionals of the west.” The recognition was published in Forbes Magazine.

Still, Ken is not one to rest on past accomplishments. “It’s all about constantly improving, setting higher goals, reaching new milestones,” he says. His mantra: “Get better at every single thing we do; continue to refine our systems and quality control; ask for referrals, help clients better understand the market; use rational pricing; and motivate buyers with knowledge and enthusiasm.”

Ken’s personal goal is to write \$100 million in personal sales annually. Last year he did \$65 million in personal sales while his entire firm did \$140 million. This level of production leads the Las Vegas luxury market.

Ken remains positive and passionate about Las Vegas. Long term, real estate is a sound investment that does not go down in value, he believes. “With prices 50% off their peaks, Las Vegas real estate is a terrific bargain,” he says. “There is a great selection of fantastic properties and a low interest rate environment. What’s not to love about all of this?”

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