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Moving Beyond Five Stars

How LVH Homes is redefining luxury with ‘super homes’ and exclusive experiences.

BY KIRSTEN CLUTHE

For discerning travelers, the meaning of luxury travel has evolved. It's no longer just about five-star accommodations; it's about exclusive access, unforgettable experiences, and a place that feels like yours. At the heart of this shift is LVH Homes, a company redefining high-end property rentals. Founded in 2016, LVH offers an unparalleled collection of “super homes” designed to cater to the most refined tastes and highest expectations.

Accessing an LVH property isn't simply a matter of booking online. Instead, LVH's elite clientele often arrive through referrals from top-tier luxury travel partners, like Virtuoso and American Express, or from existing clients. Each home is carefully vetted to meet LVH's stringent standards, offering amenities like private chefs, 24/7 concierge service, and breathtaking locations. “Our homes don't just come with high-end interiors,” says CEO Hugh Barton. “They come with an entire team dedicated to making every stay unforgettable.”

LVH goes beyond traditional luxury rentals, creating a private network where ultra-wealthy families find meticulously selected homes that feel personal. This approach is intentional; Barton describes LVH as an exclusive community that requires a unique level of trust and shared standards. “By managing these homes with exceptional care, we offer our clients the unique opportunity to enjoy properties as if they were their own,” he explains.

A commitment to consistency across its properties—from Aspen to St. Tropez—means that every guest gets the same level of service. Homes include full-time housekeeping, concierge services, and, frequently, personal chefs. From the initial inquiry to the moment clients leave, every experience is customized. Many clients arrive with a trip in mind—whether it's skiing in the Alps or a surfing in the Maldives—and LVH's team curates the details. For example, an exclusive, global surf guide reveals prime surf destinations paired with luxury home options. “We aim to provide experiences and homes clients wouldn't find anywhere else,” says Barton.

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The very thorough onboarding process provides the team with plenty of intel to truly personalize your experiences. After the initial vetting, each client is paired with a relations manager who oversees every aspect of their booking. The result is a high-touch service catering to your preferences, from communication style to property selection.

As the travel industry rebounds post-pandemic, Barton has noticed a shift: Families are treating vacations more like relocations, extending stays, or opting to live abroad temporarily. LVH's homes cater to this lifestyle change by creating a seamless transition between vacation and daily life. For Barton, offering extended stays in high-end homes isn't just a business strategy—it's a way to meet the evolving needs of a younger generation of wealth, who often seek flexibility and financial benefit from their assets.

For these clients, owning or renting a "super home" is more than a luxury—it's part of a lifestyle and financial strategy. By chartering luxury properties, owners can generate income and, in some cases, treat the property as a depreciable asset. For affluent families who invest in multiple properties, it's a way to maximize their wealth.

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To celebrate their innovative approach to luxury R&R, LVH released a book that showcases their premier properties beautifully. The inspiration came from the superyacht industry, where luxury catalogs highlight the finest vessels available. It's both a gift and a bridge, allowing new and existing clients a window into LVH's world of exclusive residences. "It's not just a portfolio," Barton explains. "It's a gift and a symbol of the experiences LVH creates."

Looking toward future growth, Barton is focused on partnerships that build awareness among new clients. His vision? To foster relationships that span generations, creating a trusted legacy of exceptional service and care. "Our goal is to become that long-term partner, providing a level of care and attention so remarkable that clients will return—and maybe even trust us with the care of their children's or grandchildren's properties," Barton says. 🍷