

WELCOME... TO OUR INAUGURAL ISSUE OF "PLUSH".

We are proud of our accomplishments during the past 35 years in Real Estate. But we are most proud that our past clients have become repeat clients and our new clients have become new friends. Although our impetus has always been toward the sale of "high-end, luxury residences", we pride ourselves in providing the same professional service to every buyer and seller...

PLUSH, is our newest publication, designed to be both interesting and informative. We hope you enjoy it... and maybe, when the time is right, perhaps we can meet in person.

Health and Happiness,



JERI JENKINS
THE JERI JENKINS GROUP



MEMBER OF THE LEGENDS SOCIETY

THE MOST PRESTIGIOUS HONOR PRESENTED TO THE TOP 1% OF ALL COLDWELL BANKER SALES ASSOCIATES WORLDWIDE

RANKED #75 OF THE TOP 250 ELITE REAL ESTATE GROUPS IN THE USA BY THE WALL STREET JOURNAL

ABOUT JERI JENKINS

Having done it all, from forming a company that catered to rock stars, to building a powerful real estate brand, Jeri Jenkins is the ultimate success story. Ranked in the top one percent of all Coldwell Banker sales agents worldwide, a lifetime member of the Legends Society, and ranked #75 of the top 250 real estate agents in the United States by the Wall Street Journal, Jeri continuously closes record-breaking sales.

In an interview with her, it is evident why she is one of the most recognized and respected names in South Florida real estate.

HOW DID YOU COME TO MIAMI BEACH?

Jeri: I am a third generation member of a pioneer family that arrived in Miami Beach with Carl Fisher in the 1920's. That gives me a rare insight into the South Florida real estate market.

WHAT DID YOU DO BEFORE YOU ENTERED THE REAL ESTATE PROFESSION?

Jeri: In 1971, prior to entering the real estate profession, I founded my own company, 'Home at Last', which provided chefs, housekeepers, limousine and concierge services to a wealthy clientele who were in the South Florida area for limited periods of time. It was a completely innovative concept at the time. These well-known and famous people required ultimate privacy, as well as a most luxurious lifestyle.

I'd like to think that because of the unique service I provided, I was part of many important events that were relevant to the times and culturally iconic. As a matter of fact, I was providing my services to The Eagles when they wrote their hit song, 'Hotel California'... and was one of the first to hear this all-time classic. Additionally, over the years, I received 'credit lines' on over 30 Gold Record Albums.

Imagine if Reality TV had existed at the time!

SO HAVE YOU WORKED WITH A LOT OF FAMOUS PEOPLE?

Jeri: Yes, over the years I have represented many of the most famous people in the world, from rock stars to movie stars,

high-profile corporate leaders and heads of state. In working with these individuals, discretion is of the utmost importance.

HOW DO YOU STAY RELEVANT AND AHEAD OF THE MARKET?

Jeri: I always try to think outside-the-box and encourage my team to do the same. Our primary focus is on improving our service, which means constantly being aware of real estate trends and the global economy. We feel that we must change with the times and continuously strive to be 'different from and better than' our competition.

WHAT DO YOU BELIEVE ARE YOUR MAJOR STRENGTHS?

Jeri: I am unwavering in my belief that my clients time is invaluable and earning their trust is paramount.

DO YOU HAVE A SPECIFIC WEAKNESS?

Jeri: Definitely... I don't know when to quit.

IN WHAT TYPE OF PROPERTIES DO YOU SPECIALIZE?

Jeri: My specialty is marketing exceptional architectural masterpieces, sumptuous apartments, unique hideaways and waterfront estates of the famous among us. I also have a background in commercial real estate...selling hotels, apartment buildings and other income-producing properties.