



KERB APPEAL

Best known as one of the most sought-after residential real estate brokers in the country, Douglas D. Kerbs is not only a top producer with over a decade in the luxury market, but also a master of the client experience.

By
Joanne Davidson

Anyone selling a house understands the importance of curb appeal. Douglas D. Kerbs, one of the country's top 250 real estate brokers, offers his clients #kerbappeal.

The attention-getting hashtag is one of two he uses to promote his personalized approach to real estate transactions both locally and worldwide as a broker with LIV Sotheby's International Realty.

"Real estate is a very personal business," he says. So whether he's representing the seller of a \$1 million townhouse in Denver or finding a \$24.9 million villa in St. Barts for a buyer, "I give every client my 'Bespoke Real Estate Portfolio Services,' that is, a high level of service customized to their needs."



DOUGLAS D. KERBS
**BESPOKE
REAL ESTATE
PORTFOLIO
SERVICES**

Gustavia, St Barts

Kerbs treats clients to once-in-a-lifetime experiences like after-hours, curator-guided tours of the heralded Dior, Rembrandt, and Monet exhibits at the Denver Art Museum; cocktail gatherings at his home, an exquisitely restored, 11,000-square-foot mansion built in 1911 in Governor's Park; and transportation to showings in Kerbs' London taxi cab, which bears personalized plates reading LIVCAB. "The taxi gets more attention than my Bentley," he says with a laugh. "And coming to my home for drinks and food prepared by chef Troy Guard helps build a certain comfort level and trust." At a summer soiree, Kerbs' guests sipped Laurent Perrier Champagne around the pool while synchronized swimmers performed. A recent holiday fete offered s'mores cooked outdoors in frigid temps on an imported-for-the-occasion grill.

#LIVCAB, another of his hashtags, appears on the labels for the Napa Valley cabernet sauvignon that he gifts, amongst other items from Hermes of Paris. The hashtag advises those drinking the wine to... Drink it. Enjoy it. Post it.

Such efforts pay off handsomely. Referrals and repeat customers account for a large part of his \$50-million-plus in annual sales, with buyers

and sellers saying they appreciate the honesty he brings to the table. "When I'm approached by a potential client, the first thing we do is sit down for a dual interview to get to know each other and see if we're going to be a good fit."

Kerbs' knowledge of the real estate market allows him to help sellers price their homes right for appropriately timed, near full-price sales, which typically come in on an average of 98.6 percent of the list price. This extensive industry knowledge, combined with his unmatched marketing prowess, is his key to success.

Building relationships comes easy to the personable Fort Collins native, who grew up on a family farm, earned a finance degree from DU, and acquired his real estate license while in college, working as an assistant to some of Denver's top-producing agents.

His first job out of college was at a venture capital firm, where he developed a multiple listing service for businesses for sale. He was then named senior brand manager, covering the North American market, for Subaru of America, Inc. in New Jersey, where he often worked from 7 a.m. to 10 p.m. He would reward dealers with gifts from Tiffany

& Co., a gesture that led to his being recruited to become director of the company's Cherry Creek store and develop Tiffany's new Midwest market. During his seven years at Tiffany, Kerbs increased business significantly by partnering with 30 non-profit organizations per year, hosting in-store kickoffs and patron parties, and donating Tiffany merchandise to numerous charity auctions.

Before long, he became personally involved in charities; he's now on the corporate development board for the Denver Art Museum and gives time and treasure to groups ranging from the Children's Diabetes Foundation to the Alzheimer's Association.

As much as he enjoyed his time at Tiffany, in 2005 Kerbs decided to dive into the luxury real estate biz, with many of his jewelry clients asking him to handle their real estate deals.

"A Realtor with whom I had worked on the sale of one of my personal properties kept telling me I should be in this business," he recalls, "so one day I took a huge leap of faith and left a good job with a nice salary to plunge head first into a field with plenty of potential but no guaranteed income."

The rest, as they say, is history.

Inquire and begin the conversation with Douglas D. Kerbs at 303.898.7818.

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~Douglas D. Kerbs

