

Q&A

Ultra-luxury developments offer residents sense of community: JK Equities

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1000M, an ultra-luxury condominium in Chicago. Image courtesy of JK Equities

By SARAH RAMIREZ

Affluents looking to invest in luxury real estate are seeking more immersive, community-oriented experiences.

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JK Equities, a private real estate company, develops and operates luxury buildings throughout the United States, focusing on urban areas with strong underlying economic fundamentals. Luxury housing continues to be in high demand in the United States, especially in metropolitan areas.

"There is a very astute movement in luxury development toward the curation of a lifestyle that encompasses elements of design, health and wellness, social and cultural activities and unique personalized experiences," said Jordan Karlik, cofounder of [JK Equities](#), Roslyn, NY.



Jordan Karlik, cofounder of JK Equities. Image courtesy of JK Equities

In this Q&A, Mr. Karlik discusses ultra-luxury developments and their exclusive amenities. Here is the dialogue:

How do ultra-luxury residential developments set themselves apart from other luxury housing options?

It's everything: location, architecture, finishes, views, amenities. The best developments take on the qualities of the world's leading luxury lifestyle brands, providing services, experiences and environments that create a very strong emotional connection between the homeowner and their residence.

Who is the typical resident at these ultra-luxury developments?

We have a tagline at [our Chicago development] **1000M**: "Seek Beauty." It is a very intentional call to action, an invitation to the kinds of homebuyers who will be attracted to this building, this location and this lifestyle. We say that 1000M is for the "urban connoisseur."

It is someone who is an explorer, an adventurer, someone who not only has a strong appreciation for luxury and design but also a strong sense of discovery. The nice thing is that in a large, international city like Chicago, this description applies to a very wide demographic range of buyers.

Why do these extra amenities appeal to residents?

Amenities like Club 1000 not only activate luxury spaces but, just as importantly, bring a heightened sense of excitement and exclusivity to otherwise everyday pursuits. In this case, an after-work cocktail involves a ride up an elevator to a beautifully designed lounge 700 feet above Lake Michigan and Grant Park, where a private bartender mixes your favorite drink and you can engage in conversation with your neighbors.

People really do long for a sense of community, but when you're busy — as many successful people are — it is just hard to create those opportunities for yourself. At 1000M, the amenities are all about creating opportunities to live a more enriched, inspired life — whether through social engagement or culture or health and wellness.

What amenities tend to be the most popular among residents?

We're very excited because 1000M has a number of amenities that are firsts in our marketplace: a Himalayan salt therapy room, a virtual meditation studio, a music conservatory for special performances and a separate sound-proof music room where homeowners who play instruments can practice or jam. On the 72nd floor, there's a private dining room and demonstration kitchen.

There's a full-time concierge to facilitate the use of all of these amenities. I think they're all going to be popular, and the whole idea is that we want our homeowners to have new experiences and discover new ways to explore culture, health, entertainment, relaxation, etc.

Why are resident-only bars and restaurants trending at the moment?

There are a couple of factors at play. One, as I mentioned earlier, I think people really are craving more of a sense of community, and having these venues in a luxury building makes the interactions a little more accessible.

Two, there's a tremendous culinary and craft-cocktail movement around the country right now, but especially in Chicago. People are really passionate about food and drink, and the opportunity to create more intimate experiences around these pursuits is very cool.

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