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What makes a Luxury home in today's market.

St. John, USVI (February, 2008) What makes any goods worthy of a Luxury tag. The given is its high ticket price, but it's much more than that. Secondly, what are the needs of a luxury home buyer? Luxury homes are determined by the level of perks and frills associated with ownership.

From a retail point of sale view, luxury goods are based upon the four "W" principle. When, Why, Where and What.

When and Why apply more to items as diamonds, precious stones or a luxury vehicle.

"When" on vacation, "Why" for that special anniversary or holiday, with its focus on quality and price.

Where applies to such items as a second home or vacation home

"Where" in the Caribbean, tropics, and or ocean front / ocean view properties.

Leaving "What" represented by its amenities / perks, a priceless commodity.

In today's Luxury Home market, these priceless amenities are known as "Desires" to true-luxury home seekers. Compared to what average seekers would be considered luxurious additions or extras, (e.g. club houses, ample space, hot tubs, Designer kitchen, landscaping or topiary, security and gated communities).

It is the True perks that elevate standards from ocean view, 24/7 concierge services, and limited club memberships with premium access and benefits.

The best amenities for today's buyer on their road to luxury living lies within providing pampering "5 Star" living and services-within its community. Living luxuriously no longer just comes with a high price tag.

Sirenusa Luxury Residences and villas located in St. John USVI serves "what" luxury is in today's market. Offering residences that provide ocean views and minutes from access of the world's most beautiful sugar-white sand beach coves. Providing Luxury home owners, second home owners and investors with more than the "Desires" of true luxury living. And, the "where", St. John, USVI a paradise of island living. The lifestyle at Sirenusa awaits your arrival.

Just minutes by yacht or boat from St. Thomas, St. John USVI offers year-round tropical temperatures and pristine surroundings in a rich in colors. Often referred to the playground of the famous and wealthy, St. John is home of the world's top and most photographed beaches.

"There has been a major shift in the market" states Carlo Manzano Developer of Sirenusa Luxury residences and villas in St. John, USVI. "The shift making Luxury Caribbean living into a year-round passion rather than a seasonal one. In addition, People desires for a fully

amenitized lifestyle grows across the nation for the homes that exceed there dreams " .

When looking for "where" for your next home ... Start in a Paradise where such words as charming and commercially untouched exist as a description of true luxury living and lifestyle.

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