

# Hitting the Spot

A new concept called The Spot Experience claims to be the first luxury experience of its kind for your dog.

By Christine Aebischer

As the real estate market soars, especially in New York City, luxury buildings are staying competitive by bringing top-of-the-line amenities to their residents, the latest of which target the four-legged members of the family. The world of residential pet services was brought to a new level when The Spot Experience appeared on the scene just a few years ago.

“One of the aspects of the residential experience that’s unique is the real concierge factor,” said Mitch Marrow, CEO and founder of The Spot Experience. “We are able to do things on site and to really tailor our services to each resident’s needs.”

Marrow, whose own experiences traveling with large dogs gave him the idea to start The Spot Experience, found that the market was in need of a high-end, comprehensive dog services provider, but convincing developers that they were a safe company took some time.

“Some of the developers [we work with] have hundreds of buildings all over the country, and for them to back us exclusively, they really had to feel comfortable with what we were doing,” said Marrow.

One of the unique things about The Spot Experience that Marrow credits to its success, is the high standard by which the staff is measured. Each staff member is insured, licensed

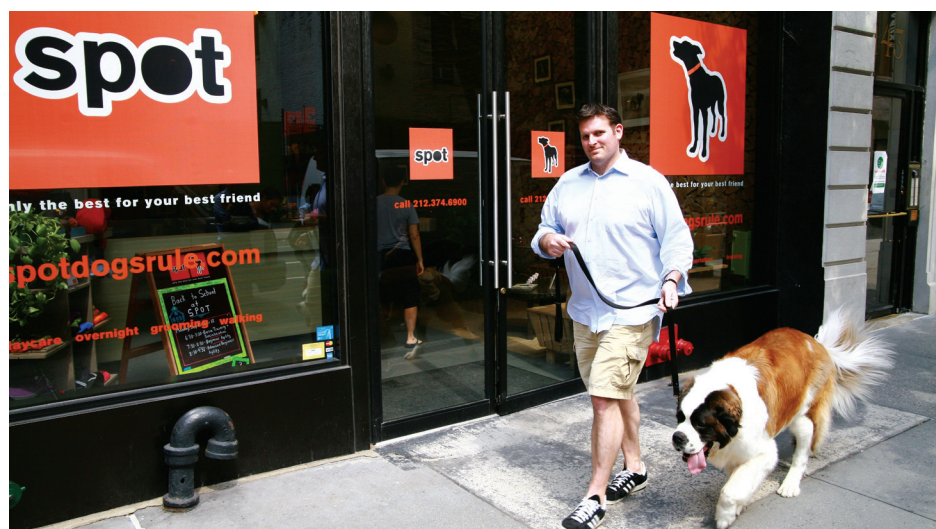


PHOTO COURTESY THE SPOT EXPERIENCE

and bonded and undergoes a comprehensive background check, as well as 80 hours of training.

In addition to the high caliber of its staff, The Spot Experience’s personalized concierge services provide residents with everything from daycare to grooming to overnight boarding to training classes, as well as the assurance that their pets are well looked after at all times. Its cage-free boarding facilities are staffed 24 hours a day with trained personnel. Webcams in these facilities, in addition to the GPS trackers each dog walker wears, allow owners to check in on their dogs and know their exact whereabouts at any time. A 13-acre country facility in upstate New York also provides intensive week-long training programs, as well as an alternative to boarding when owners are out of town.

The Spot Experience now serves over 30 buildings in New York City with four locations,

as well as partnerships in Boston, Connecticut, and with United Airlines. It has partnered with developers such as LeFrak, Argo, Rockrose and Millennium Partners, and began 2014 with a new partnership with Silverstein Properties, Inc., in New York. The new facility between Silver Towers and River Place will provide on-site services to the residents of these two buildings.

“In every way possible, we offer [our residents] the best services and amenities, and wanted to extend this to another member of their families, their dogs,” said Roger Silverstein, executive vice president of Silverstein Properties, Inc. “We felt that [The Spot Experience] stood apart from the rest of the market, especially with their staff and their cage-free daycare and overnights, among other things.”

Marrow hopes that other high-end developers will agree with Silverstein, so that luxury lifestyles can apply to pampered pets, as well as their owners.



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