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Los Angeles Luxury Rentals Redefined by Private Villa Collection

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A luxury property firm based in Los Angeles is raising the standard for high-end vacation rentals by offering full-service, privately owned villas designed to deliver a five-star hospitality experience. LuxJB, founded by real estate and hospitality expert Hank Stark, has become a trusted name for ultra-luxury stays in the city’s most prestigious neighborhoods.

With over 25 years of industry experience, Stark launched LuxJB with a clear mission: to combine a private estate’s privacy and space with a world-class hotel’s service and

reliability. The company exclusively owns and manages its entire portfolio, allowing for consistent quality and a direct line of communication between guests and the LuxJB team.

Exceptional Privacy and Service

The Stark Collection, LuxJB's signature portfolio, includes properties located in Beverly Hills Flats, West Hollywood, and the Hollywood Hills. These estates are not listed on third-party rental platforms and are never brokered through outside agencies. Each home, including Villa Royale, Villa Alfi, and Villa Fendi, is fully gated and equipped with private heated pools, expansive backyards, and custom interiors that offer a blend of comfort and refined style.

“We've been setting the standards for ultra-luxury living in LA since 2015,” said Stark. “Every villa is designed like a magazine cover but lived in like a private home. That balance between beauty and livability is what keeps guests coming back.”

From five-bedroom retreats to nine-bedroom mansions, each LuxJB property is fitted with high-end features such as saunas, home theatres, jacuzzis, and private gyms. Villa Royale, located in the Beverly Hills Flats, is the only luxury rental of its size with both pickleball and basketball courts and is already fully booked through the end of the year.

“Our benchmark isn't the vacation rental market,” Stark added. “It's the gold standard of hospitality set by brands like the Four Seasons and Waldorf Astoria. We're offering more space, more privacy, and better service.”

Guests benefit from a direct booking experience, eliminating the risk of delays, hidden fees, or last-minute cancellations often associated with platforms like Airbnb. A villa manager welcomes each guest personally and has access to 24/7 support. The company also offers services such as daily housekeeping, private chefs, and tailored concierge arrangements.

Stark emphasized that the company is selective in its clientele. “We don't chase volume. We're highly selective about who we host. Our guests choose us for the exceptional privacy, comfort, and prime locations along with unique amenities that go far beyond what standard vacation rentals offer,” he said.

LuxJB reported an 82 percent occupancy rate for 2025, outperforming many luxury hotels. Around 50 percent of bookings are made three months in advance, with guests staying for an average of one week during slower seasons and up to eight weeks during the summer.