



**BRUCE KORN**, Co-owner  
Higginbotham Custom Homes and  
Renovation



**Higginbotham**  
CUSTOM HOMES & RENOVATION

## An Experience that Creates Clients For Life

Life is all about experiences—and so is business. This is something Bruce Korn, Co-owner of Higginbotham Custom Homes and Renovation, understands well. With Higginbotham’s commitment to high-end, turnkey custom builds and renovations, Korn is well aware that the company’s unique process creates an unforgettable experience. It is, perhaps, why they have been in business for 75 years.

Korn seeks vendors who can provide this same luxury experience for himself and for his clients—an experience based on aesthetics, trust, and knowledge; an experience that begets brand ambassadors and referrals.

“Immerse creates the same high-end, transparent, and professional experience that we do for our clients,” he said. “With their location, high-end showroom, selection of products, and knowledgeable staff, my clients walk out of Immerse feeling calm and confident.”

Korn notes that while all showrooms have surface knowledge of their products, the staff at Immerse knows the ins and outs of every product they carry—and many they don’t. “And if they don’t know, they will find out for you,” he shared.

Immerse’s selection is another part of the draw for Higginbotham’s clients. “We are building these 6- and 7-bathroom homes and the client wants exclusive brands the main areas of the home. They often prefer everyday brands for the lower level and secondary baths,” he said. “At Immerse, our clients can find their luxury soaking bathtub and steam shower, but also a well-priced faucet for the lesser used areas.”

Integrity, transparency, high-quality: those are the words Korn uses to describe both his company and Immerse.

“I know when I send my clients to Immerse that they will be treated like royalty,” he shared. “I know that they will have an amazing experience.”

**St. Louis’ Experiential Kitchen and Bathroom Gallery**

**BY APPOINTMENT ONLY**

**immersestl.com**

836 Hanley Industrial Court, St. Louis, MO 63144 • P: 314-375-1500