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### Las Vegas Luxury Real Estate Website Focuses on Privacy & Exclusivity - \$1 Billion in Property

Catering to the unique needs of high-profile figures when purchasing custom homes and high-rise condos in Las Vegas, celebrity real estate agent Aaron Auxier has launched PrivatelyLasVegas. A website that offers over \$1 billion in inventory, backed up by nearly 50 years of broker experience.

“PrivatelyLasVegas focuses on unique opportunities and the best interests of individuals such as celebrities, athletes, and CEOs”

Las Vegas, NV (PRWEB) July 14, 2009 -- In a city known for its bright lights and glitz, hides a not-so-publicized world; a world which few eyes ever see inside. While blackjack dealers and cocktail waitresses serve thrills at flashy Strip casinos, many of America's finest custom estates are hidden behind a cloak of privacy within the foothills of the desert. In addition to legalized gambling, Nevada happens to be home to several guard-gated, golf course, country-club communities. Making the Henderson and Las Vegas luxury real estate markets unique.

Born and raised in Los Angeles, and by combining an upbringing in the entertainment business with an awareness of the changing world, Aaron Auxier created PrivatelyLasVegas - what he calls a 'brand of underground'. A serenade to the privacy of high-profile clients, the new hand-written website focuses on exclusivity, lifestyle, and relationship building.

"PrivatelyLasVegas focuses on unique opportunities and the best interests of individuals such as celebrities, athletes, and CEOs," says Auxier. "In today's world, people are comforted knowing that they're receiving exclusive opportunity, discretion, and experience."

Speaking about exclusive opportunity, now approaching his first decade in the business, Auxier finds himself as part of Shapiro & Sher Group - one of the country's most celebrated real estate squads. In 2008, Wall Street Journal recognized SSG as the 3rd highest-producing group in America. With nearly 50 years of broker experience, founders Florence Shapiro and Ivan Sher have developed quite the reputation. Between Florence, Ivan, and Aaron - many of Vegas' real estate records are held.

In addition to its regular MLS listings, the group has the 'Shapiro & Sher Private Collection'. Once one becomes a direct client, SSG can share off-the-market properties. Maybe the home of a politician, celebrity, or executive that isn't 'listed' (for privacy reasons) but has whispered to SSG that they would be willing to sell. Also included in the Shapiro & Sher Private Collection are rare high-rise penthouse condo properties. SSG has much experience with developments such as Veer, Palms Place, Park Towers, Sky, Mandarin Oriental at CityCenter, Turnberry Place, Panorama Towers, One Queensridge Place, and more.

"We enjoy building relationships and are seasoned when it comes to interior chain-of-command dynamics," says Auxier. "For several reasons, high-profile figures such as athletes, entertainers, and CEOs require special care. At the end of the day, the more doors opened for us, the more doors opened for our clients. There's a domino effect."

So others can learn about the discretionary measures and experience which SSG offers, PLV features a Las Vegas Luxury Real Estate Services page (which allows clients' agents, financial managers, and/or attorneys to learn about the benefits obtained through the group). Whether looking to buy or sell property, visitors can study up on the advantages discovered when working with SSG. Certified as 'Fine Homes International Specialists' as well as having a global presence online and in publications such as Robb Report, Homes & Land, duPont REGISTRY, and Distinctive Homes - the small group has been involved in many of the top sales of the last several years, including the most expensive sales in all of 2008, and June 2009 (\$11.5 and \$3.95 million respectively).

In addition to compelling descriptions of individual communities and high-rise projects, the website includes interior and exterior photos, information on a property or community's amenities such as golf, tennis, country clubs, fitness centers, balconies, 24-hour security, libraries, and business centers. "The website was designed so that potential clients (or members of their inner circle) can quickly learn if the community they're searching through offers the type of lifestyle and comfort which they seek," says Auxier.

Luxury home communities offered on the site include MacDonald Highlands, Red Rock Country Club, Seven Hills, Southern Highlands, Eagle Hills, Spanish Trial, The Ridges in Summerlin, Queensridge, Roma Hills, Anthem Country Club, and more.

Auxier lays out that the \$1 billion of property which he offers comes from over \$300 million worth of SSG MLS listings, over \$300 million in private properties, and over \$300 million in direct-to-developer high-rise condominiums.

In a city of flash and excess, it's comforting to see that there's a way to stay out of the spotlight. Visit <http://www.PrivatelyLasVegas.com>

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