

“Hollywood's Connection to Vegas” talks...

real estate  
change  
and  
Leadership.

“Hollywood's Connection to Vegas” talks...  
EVOLVING  
WITH  
AARON  
AUXIER  
real estate, change, and leadership.

by Milka C. VonRheidey

**B**orn and raised in Los Angeles? Yup. Friendships with powerful people? Confirmed. Winner of awards? Check. Inspiring others during global change? He wouldn't have it any other way.

Known as “Hollywood's Connection to Vegas”, rock star entrepreneur Aaron Auxier is recognized for representing high-profile clients such as celebrities, athletes, and CEOs when purchasing some of the most extravagant properties in Las Vegas. Chatting with Aaron is (in many ways) like talking to Walt Disney – a person whom he says is one of his greatest inspirations. Clearly, Aaron does not follow status quo – he is a genuine leader. Recently, at a local coffee shop (he doesn't like “the scene”), Risqué Las Vegas sat down with Aaron.

Q – What drives you?

A – I'm a person that, first and foremost, has passion for life and people. I like connecting, introducing, talking, and sharing. I've always wanted to stand out and do something that left an impression and was inspiring.

Q – What is it that you do?

A – I'm a member of Shapiro & Sher Group - we're a boutique real estate team that specializes in selling many of Vegas' finest properties. Regarding my career in real estate, I modeled it after sports and entertainment agents. I like to represent the best interests of high-profile clients. As far as business in general goes, the road is wide open for everyone. Now is the time to strike.

Q – Sounds exciting! What are your long-term goals?

A – (Laughing) Don't ask. If I must name a few: create, inspire, lead, build, love, connect, write, change, and dream. I don't really set goals – I just live each day to the fullest and see where the road takes me. White House 2028 isn't an impossibility – as long as the country is ready to elect its first bachelor president.

Q – President Auxier huh? Do you plan on staying a bachelor forever?

A – Yes. That way I could just whisper in women's ears, “White House – back gate – 10pm.” As far as staying single, for right now, I feel happier in that role. Could it change? Maybe. I just think that, because of neediness, many people stop themselves from greatness. Like George Maloof said, “To create this brand, to understand this lifestyle, you have to live it.” I was inspired by that.

Q – Speaking of inspiration, what does the name Walt Disney mean to you?

A – You know, this man believed that anything was possible. Even as an adult, he was able to retain the magical feeling that children have. Take a moment to reflect, remember yourself as a child, playing make believe with your friends. Everyday, Walt enjoyed the gift of imagination. Since I broke my leg at the age of 7, I've been drawing, creating, and writing – all inspired by Walt Disney. His magic plays a role in my everyday life.



Q – We almost forgot how fun it was to be a kid again! How can we incorporate that into today's world?

A – *Easily. Read a book. Dare to believe. Stand out from the crowd. Live with passion. Create something from scratch and give it to a loved one. It's in all of our instinct - it's just that our society strips it from us. You simply have to get in touch with it.*

Q – You've received some attention for saying that the Internet was created by human instinct. Can you explain?

A – *It's instinct for a species to survive. In the wild, survival takes place by being part of a strong pack - being quick, aware, and strong. After decades of being taken advantage of, the people have learned that they can gather in masses in the form of Social Networking. Information is quickly and readily available for one to distribute it to their sphere of influence. Those that realize this are becoming the leaders of a new world.*

Q – I saw somewhere where you mentioned that the music industry is changing too.

A – *Just like everything else, because of the Internet, the music business is changing. Moving forward, quality is important. Think back when you heard a favorite song on a good sound system, it was overwhelming. Interscope Geffen A&M Chairman Jimmy Iovine, producer and artist Dr. Dre, and Monster Cable have launched the Beats™ by Dr. Dre™ headphones. Everyone should give them a listen - they greatly enhance the experience of music.*

Q – What are your thoughts on the current Las Vegas real estate market?

A – *The current market is called a reality check. With that being said, there's always a different side to the story. Las Vegas knows how to party, Las Vegas knows how to brand, Las Vegas is unique to anywhere else in the world. People like Maloof and Wynn get that, to me, people like them are the ones that will get this place bumpin again. Moving forward, pride of ownership and diversity are key. It's time we, once again, reinvent ourselves. It's time to open new doors and to grow. I envision all kinds of outside-the-box things happening.*

Q – Are there other facts we should know about the Vegas luxury market?

A – *The Las Vegas luxury real estate market has many intangibles. Understanding Las Vegas as a whole is crucial. You have to learn about the importance of the desert tortoise and endangered plant life. You should get familiar with how hard it is to build condos on the Strip. It's important to become knowledgeable on why communities such as The Ridges and Ascaya are unique. In addition, it's essential to know that Vegas has gone global and that many of the world's wealthiest now demand that their portfolio includes a luxury property here. To me, the above intangibles lay the foundation of what drives the upper-end of the market.*



Aaron made us promise to include a link so people could learn more about protecting the desert tortoise. Make sure to check out the website - [www.TortoiseGroup.org](http://www.TortoiseGroup.org)

Q – What properties do high-profile clients like and why?

A – *With the cancelation of The Harmon Residences, Palms Place is now the only true celebrity-oriented condo property in town. People like it because of vibe, views, service, and the fact it sits off of the Strip a bit (it's intimate). As far as athlete-type clients, I like sharing One Queensridge Place because it is away from the hoopla and is quite simply – on a different level. It has heavy security and a terrific fitness area, indoor pool, and spa. In the off season, it's a great place for athletes to come heal. As far as custom homes, The Ridges is hot right now. The Enclave is a private street with only 9 or so homes and is very private. Things like that are what high-profile clients seek. Of course, because of lot sizes, topography, and view potential, we're all waiting for Ascaya.*

Q – We know that you're busy, thank you for taking the time to share your enlightening insight! Any last thoughts?

A – *Vegas is a place where dreams and impossible become reality. A place of extreme magnitude.*