

BROKER SPOTLIGHT



Aaron and Lynne at Allure

Las Vegas has quickly become more than a premiere vacation destination for those living in Southern California. Many now call it home. While working as a photojournalist in Los Angeles, Aaron Auxier kept a keen eye on the ongoing trend of Southern Californians buying vacation and second homes in Las Vegas. He made the move to Las Vegas five years ago to get into the burgeoning luxury high-rise industry. With a passion for the dynamic real estate market and an impressive roster of clientele in the entertainment industry, he was offered a position as a high-rise consultant with the prestigious firm, Luxury Realty Group. Since then, Aaron has become one of the most recognized real estate agents in Las Vegas and has earned the nickname, "Hollywood's Connection to Vegas."

"A majority of Las Vegas high-rise buyers are from Southern California. Those buyers recognize that, unlike the many miles of beachfront property available in California, the Strip is limited in size, which makes buying even more desirable," said Aaron. "Allure's location is right in the heart of the action."

Aaron has had his eye on Allure since the very beginning and has always felt that the North Strip would be the next hot spot in Las Vegas. In 2005, his notion that development activity in the area would go high-end proved insightful.

"Many laughed at me and my brokerage, thinking we were crazy," said Aaron. "Then \$20 billion or so in announcements came out in 2006 and 2007 including Palazzo, Fontainebleau, Echelon, Encore and the major announcement about The Plaza Hotel out of New York; which instantly transformed this stretch of the Strip. Allure is literally surrounded by development activity and billions of dollars worth of new potential construction and mega resorts.

In addition to its strategic location, Aaron credits Allure's success to the exceptional floor plans offered noting that Allure also has some of the most unique penthouse units in the city.

"This type of penthouse product is rare," said Aaron. "Those who buy these units will own something truly special. Allure offers a wonderful opportunity at a very competitive price per square foot."

Contributing to his ongoing success in the luxury high-rise industry, Aaron relies on his previous experience as a photojournalist. He maintains an informative and up to date website at www.VegasCondoScene.com, writes a respected email blog entitled VIVA VEGAS! Update (subscribed to by thousands) and also writes a monthly column in 944 Magazine.