

HIGH-RISE

Hot Shot

Who you know is everything in Vegas, and in the high-rise scene, Aaron Auxier is connected. With a background in the entertainment business, Auxier knows how to make things happen, and has become known as Hollywood's go-to guy for elevated Sin City living. Auxier works for Luxury Realty Group, a small, boutique, high-end luxury brokerage. His clients are young, hip and affluent, and because of his relationship with developers, he can score deals on property that the general public never even knew about - and never will know about, thanks to the emphasis Auxier places on protecting client privacy.



What led you to this niche?

It has a lot to do with my past. I grew up in Los Angeles and I came from an entertainment business background myself. I did acting as a child and I was a photojournalist for “Real TV” with John Daly. So when I came to Vegas, I noticed it was going in this Hollywood direction, and I wanted to find a way that I could combine the two, because those are passions of mine. High-rise construction is a passion of mine, telling stories is a passion of mine, reporting events is a passion of mine, being in the public spotlight is a passion. So I wanted to combine them, and that’s what I’ve done. I kind of look at myself as a Hollywood reporter who’s based out of Las Vegas, and I’m doing all of the high-rise investigation, which I report back to my clients.

Where do you see Vegas heading?

MGM MIRAGE CityCenter shows the direction we’re going. What we’re seeing is these huge entertainment, city-within-a-city trends, and that’s where I see Vegas going over the next 10 years or so. Gone are the days of castles and drawbridges. Now we’re starting to see all these really high-end boutique high-rises, boutique hotels and entertainment galore, hot restaurants, hot nightclubs, wonderful retail components mixed in, and residential above the retail. Research shows that people aren’t just coming here to gamble and drink anymore, they’re coming here to shop and be entertained. And I think we’ll be the entertainment mecca of the world.

Do you see Vegas as the next Hollywood?

I don’t see it as the next Hollywood, but I see it as Hollywood’s ultimate playground. Being that we’re only an hour’s flight from Los Angeles, anybody who’s anybody needs to be seen in Vegas. It’s almost become like the place to be paparazzi’d. I mean, Robin Leach is based out of Vegas now, for goodness sake. He writes articles about all the celebrity stuff that happens here. I think that says a lot.

The past few years in Las Vegas there’s been a huge emphasis on revitalizing Downtown and establishing an urban center. Are high-rises the answer?

There has to be more than just high-rises. The residential follows the culture and the museums and the restaurants and the hot spots and nightclubs. And that’s why the mayor has such a great vision. He understands that in order for Downtown to really do what it needs to do, they have to bring the cool stuff down there. That’s what the 61 acres are going to do, and the Entertainment District, and that’s huge. We, as the city of Las Vegas, are working on the residential but we’re also bringing in the culture and the shopping and the retail and entertainment Downtown.

Name: Aaron Auxier

Title: Luxury High-rise Consultant

Status: Bachelor

Why Panorama? “What attracted me to Panorama Towers was the hip, Hollywood vibe that it has and the fact that it’s located right across the street from MGM MIRAGE CityCenter. I have a Strip-view, 29th floor unit in Tower II. So just the location, the style, the views are amazing, and I’m a 30-something guy and it fit into my whole attitude.”



Trends in the Sky

Auxier on where he feels the hi-rise market is headed.

Vegas, Baby. “Everybody’s embracing Las Vegas now, all the way from people retiring to the people that I work with, who are the young, hot, sexy crowd. Everybody’s embracing it.”

Location, Location, Location. “The chic and the celebrity Who’s Who are buying up Vegas high-rise units on the Strip at a phenomenal pace. It’s the cool thing to do. Why come here from LA and stay in a hotel room when you can own a unit? It’s like having a Ferarri, now.”

Size (and Grey Shell) Matters. “There’s a huge emphasis on grey-shell penthouses in Las Vegas by the ultra rich right now. Units like Laurence Hallier’s penthouse at Panorama are in high demand. His unit’s hot. Because if you’re super wealthy, there’s really not that much high-end product here in town with these penthouses. But if you buy a grey-shell unit you can do whatever you want with it.”