

LAS VEGAS

BUSINESS PRESS

2008

Rising Stars

Meet Las Vegas' Newest Movers and Shakers



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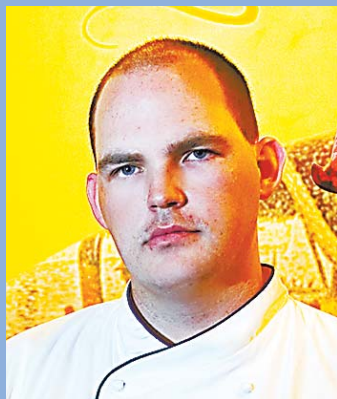
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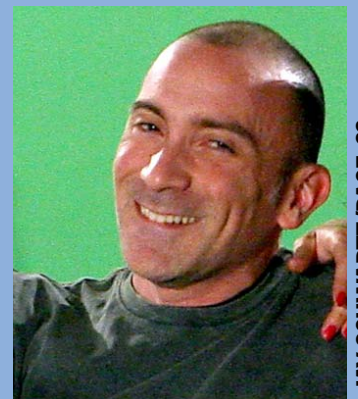
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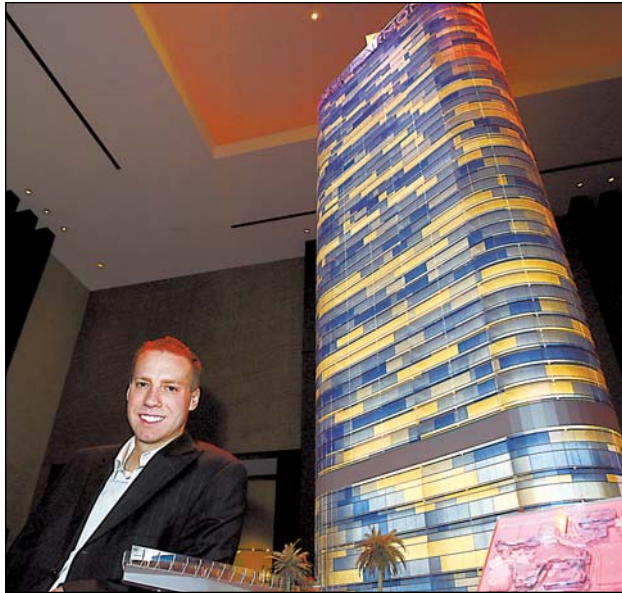
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10 of the Las Vegas business community's best and brightest



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Adding glitz to glitter



JOHN GURZINSKI | REVIEW-JOURNAL

Aaron Auxier, an agent with Luxury Realty Group, stands in front of the Harmon Hotel model in the CityCenter Sales Pavilion.

Real estate agent Aaron Auxier right at home in luxury high-rise condo market

BY HOWARD STUTZ

Aaron Auxier found success selling homes in Las Vegas' then-booming residential housing market in 2004. But the excitement was lacking.

Four years later, Auxier, 34, who bills himself as "Hollywood's Connection to Vegas," has made a splash in the luxury high-rise condominium market. In one month last year, he recorded \$15 million worth of high-rise sales.

Auxier is now the top-dollar-selling agent at the Harmon, a hotel and condominium tower that is part of the nearly \$8.4 billion CityCenter development. The Harmon's units have only been on the market since January. Auxier's average sales price for square foot at the Harmon has ranged as high as \$2,400.

"I love architecture and tall buildings," Auxier said. "I have always been excited by the color of buildings, the glass, the pool areas, etc. I am competitive. Anything I do, I want to be the best at it."

Auxier is an agent for Luxury Realty Group, which sold units inside the Trump International, Signature at MGM Grand, Panorama Towers and CityCenter's residential offerings.

Auxier writes an Internet update of the Strip's residential high-rise market which has brought him attention from national media, such as CNBC, HGTV House Hunters, Forbes, Fortune, The Wall Street Journal and Money magazine.

He doesn't divulge the names of his clients for confidentiality reasons, other than the cryptic, "someone in the music business."

Growing up in the San Fernando Valley area of Los Angeles, Auxier wanted to be an actor, but it didn't pan out. That early rejection, he believes, made him stronger.

Rising Stars



NAME: Aaron Auxier
AGE: 34
POSITION: Agent with Luxury Realty Group.
GOALS: "It's my intention to bring more excitement to this city by marketing it smart, bringing some Hollywood flash and eventually building something of my own."

"I'm fearless in business because of this," Auxier said. "I'll call the CEO of a corporation and introduce myself. You can't get anywhere by sitting around. I make it a point to show others I have determination."

Auxier came to Las Vegas for a career change. He graduated from real estate school and sold his first house within 30 days of getting his license. He jumped into the high-rise market because he sensed a growing niche.

Auxier would like to have more community involvement in his personal life, but his typical 80-hour work weeks preclude much outside activity. Luxury Realty Group makes financial donations to Aid For AIDS of Nevada and the Sundance Institute. Auxier said he would like to help Las Vegas as a whole continue to grow as a diverse destination with a cultural mix.

"It's my intention to bring more excitement to this city by marketing it smart, bringing some Hollywood flash and eventually building something of my own," Auxier said.

Howard Stutz writes for the Business Press' sister publication, the Las Vegas Review-Journal. He can be reached at hstutz@reviewjournal.com or 477-3871.

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