









IS LUXURY

REAL ESTATE

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IS LUXURY

A Letter from JD Diaz

Representing a luxury home is never just about placing a property on the market. It is about understanding the responsibility that comes with being trusted to present one of someone's most significant assets with care, strategy, and intention.

Every exceptional home carries a story. It reflects the vision of its owners, the details they chose, the life lived within its walls, and the investment they made in quality. My role is to ensure that story is translated into a market position that resonates with the right buyer — not just the most buyers, but the right ones.

Luxury real estate requires a different level of precision. The marketing cannot be generic. The exposure cannot be random. The negotiation cannot be reactive. Each property demands a tailored approach that considers architecture, lifestyle appeal, buyer psychology, market timing, and the unique circumstances surrounding the sale.

At IS Luxury, we approach every listing as a brand of its own. From presentation and visual storytelling to targeted exposure and high-level negotiation, our focus is on protecting value while creating opportunity. This is not about simply listing a home. It is about positioning it to perform.

The following case studies highlight properties that each required thoughtful strategy due to their design, location, or transaction structure. These examples represent how we adapt, problem-solve, and execute at a high level when representing distinctive homes.

If entrusted with your property, our commitment is the same: to treat it with the respect it deserves, to market it with intention, and to guide the process with clarity and professionalism from start to finish.

With gratitude,

John "JD" Diaz
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luxury.vegas



THIS IS LUXURY
DIFFERENCE

THE FIRM BEHIND THE REPRESENTATION

OUR APPROACH

WHAT SETS OUR MARKETING APART

THE TEAM BEHIND THE RESULTS

IN THE MEDIA

SOCIAL CHANNELS THAT REACH PEOPLE



IS LUXURY



THE FIRM BEHIND THE REPRESENTATION

IS Luxury is one of Las Vegas' most respected real estate teams, founded and led by industry leader Ivan Sher. For more than 25 years, the firm has represented the valley's most prestigious neighborhoods, earning a reputation for discretion, expertise, and results at the highest level of the market.

The team is composed of carefully selected top-producing professionals, supported by a highly skilled operations and marketing staff. This structure allows clients to benefit from both personalized service and the strength of a coordinated, full-scale support team — available seven days a week.

IS Luxury's performance reflects its position in the market:

Over \$5 billion in total sales, including \$2 billion from 2023 through 2025

More than 4,000 career transactions, with over 3,000 completed between 2018 and 2025

A leading presence in the sale of ultra-luxury properties throughout the Las Vegas Valley

In the past three years alone, IS Luxury has represented more than 60 percent of the valley's top-tier sales and consistently closes **more properties priced above \$10 million than any other agent, team, or brokerage in the greater Las Vegas area.**

This level of experience, reach, and leadership allows IS Luxury to deliver informed guidance, strategic representation, and a standard of service aligned with the expectations of today's luxury clientele.

This foundation of leadership, experience, and market presence informs how every property we represent is approached.



Our Approach

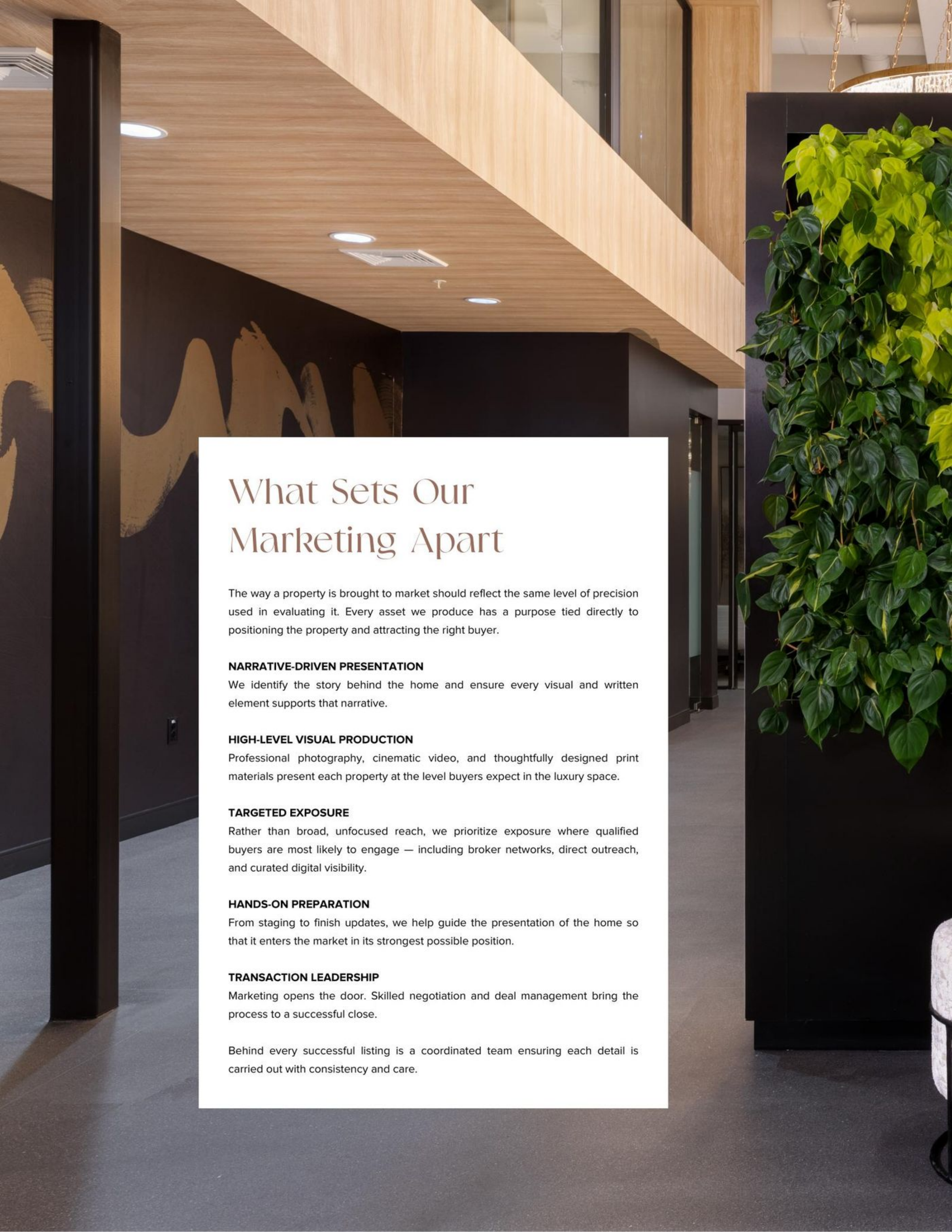
Every luxury property carries its own architecture, audience, and market conditions. For that reason, we do not believe in templated marketing or one-size-fits-all exposure. Our process begins with understanding the property as a standalone asset — how it lives, who it speaks to, and how it should be positioned within the current market.

From there, we build a tailored plan that aligns presentation, pricing, and buyer targeting. This includes evaluating how the home should be experienced visually, how its value should be communicated, and how to reach the right audience with intention. Our role extends beyond promotion; we act as advisors throughout the process, guiding decisions that protect value, strengthen leverage, and create the conditions for a successful outcome.

Luxury representation is not about doing more. It is about doing what matters, with precision.

That philosophy shapes not only how we view a property, but how we bring it to market.



A modern interior space with a light wood ceiling and a large vertical garden on the right. The vertical garden is a black frame filled with lush green and yellow plants. The ceiling has recessed lights and a ventilation grille. The walls are dark with some abstract art. The floor is a light grey.

What Sets Our Marketing Apart

The way a property is brought to market should reflect the same level of precision used in evaluating it. Every asset we produce has a purpose tied directly to positioning the property and attracting the right buyer.

NARRATIVE-DRIVEN PRESENTATION

We identify the story behind the home and ensure every visual and written element supports that narrative.

HIGH-LEVEL VISUAL PRODUCTION

Professional photography, cinematic video, and thoughtfully designed print materials present each property at the level buyers expect in the luxury space.

TARGETED EXPOSURE

Rather than broad, unfocused reach, we prioritize exposure where qualified buyers are most likely to engage — including broker networks, direct outreach, and curated digital visibility.

HANDS-ON PREPARATION

From staging to finish updates, we help guide the presentation of the home so that it enters the market in its strongest possible position.

TRANSACTION LEADERSHIP

Marketing opens the door. Skilled negotiation and deal management bring the process to a successful close.

Behind every successful listing is a coordinated team ensuring each detail is carried out with consistency and care.







The Team Behind the Results

Luxury sales require coordination across multiple disciplines. JD leads each listing with direct involvement, ensuring strategy, presentation, and negotiation remain aligned from start to finish.

Supporting that leadership is a team that works behind the scenes to execute every detail with care. From marketing production and design to transaction coordination and operational support, each role is focused on creating a seamless experience for the client.

That structure extends beyond the team itself, supported by visibility across respected media platforms and modern marketing channels.



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IN THE MEDIA

Exceptional properties and thoughtful representation naturally draw attention. Our listings and sales have been featured across prominent real estate and lifestyle platforms, highlighting both the homes themselves and the strategic approach behind their success.

Media exposure extends the story of a property beyond traditional channels, adding credibility, visibility, and distinction. When appropriate, we leverage public relations opportunities to ensure unique homes receive the recognition they deserve.

Today's luxury audience engages across multiple digital touchpoints — making strategic social presence a critical component of exposure.

IS LUXURY's public relations strategy delivers measurable, global impact. Through partnerships with premier media outlets including The Wall Street Journal, Forbes, Architectural Digest, Robb Report, The Real Deal, the Las Vegas Review-Journal, and Orange County Business Journal, we position extraordinary properties in front of an international audience of qualified buyers.

Our campaigns have generated **187 million earned media impressions** surrounding our Orange County expansion and an extraordinary **644 million earned media impressions** for a \$25 million contemporary penthouse at The Summit. These results represent more than exposure. They reflect strategic visibility at scale, reinforcing prestige, amplifying demand, and elevating each property beyond the MLS into the global luxury conversation.



Madeira Canyon

Neighborhood in Henderson, NV
Clark County 89044

\$813,323

\$290

19

Avg. Value

Avg. Price / Sq Ft

Homes For Sale

Well-planned sanctuary with upscale club and mountain nature trails

"Living in Madeira Canyon," says John Diaz, Realtor and Team Owner of the Diaz Luxe Group with Douglas Elliman Real Estate, who lived in Madeira Canyon for eight years, "you're tucked away, surrounded by mountains and so off the beaten path that you don't venture out



ELLIMAN INSIDER

PEOPLE PROPERTIES PLACES

HISPANIC HERITAGE MONTH SPOTLIGHT: JOHN "JD" DIAZ

BY ELLIMAN INSIDER TEAM

September 2023

June 9, 2023 | [Archive](#)

2023 The Thousand real estate rankings show shining stars

By [Tracey Velt](#)

Nothing about today's market is "normal." Like all market shifts, there are some similarities, but different economic circumstances. This year's rankings mirror what is happening in the market — low inventory, still high prices — with a record number of real estate professionals qualifying by sales volume and transaction sides, although average sides dropped from last year.

This year's rankings found that a lower

2024 ELLIES

Exceptional Agents Breaking New Boundaries

TOP NEVADA AGENTS BY VOLUME

 #1 KRISTEN SOUTH	 #2 MICHELLE SALAZAR	 #3 VICTORIA GUEBARA	 #4 SHANNON LUTZ	 #5 ASHLEY HOLLENBECK	 #6 PROCY WEICO KORMAN
 #7 ROBIN CONTRERAS	 #8 AMY KUHLE	 #9 SEVERINA CHERNYEV	 #10 MAIRA RIVERA	 #11 CAMILLE FAGAN	 #12 ROSALANNE LOPERA
 #13 BRIAN KISER	 #14 ROBERT STEWART	 #15 CHRISTINA SCOTT	 #16 KELLI LERNER	 #17 BIANCA CARMONA	

TOP NEVADA MEDIUM TEAMS BY VOLUME

 #1 TINA NADER TEAM	 #2 MARGARET LUBY GROUP
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TOP NEVADA SMALL TEAMS BY VOLUME

 #1 DAN COOR GROUP	 #2 DALE LOVE GROUP	 #3 THE FELLING GROUP	 #4 THE PALMER TEAM
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2023 ELLIES

Top Agents BY VOLUME

 #1 KRISTEN SOUTH	 #2 DAN COOR	 #3 MICHELLE SALAZAR	 #4 JD DIAZ	 #5 BELA ST. CLAIR	 #6 SEVERINA CHERNYEV
 #7 ASHLEY HOLLENBECK	 #8 PROCY WEICO KORMAN	 #9 CAMILLE FAGAN	 #10 ROSALANNE LOPERA	 #11 KELLI LERNER	 #12 CHRISTINA SCOTT

Top Agents BY TRANSACTION

 #1 KRISTEN SOUTH	 #2 DAN COOR	 #3 JD DIAZ	 #4 BELA ST. CLAIR	 #5 MICHELLE SALAZAR	 #6 SEVERINA CHERNYEV
 #7 ASHLEY HOLLENBECK	 #8 PROCY WEICO KORMAN	 #9 CAMILLE FAGAN	 #10 ROSALANNE LOPERA	 #11 KELLI LERNER	 #12 CHRISTINA SCOTT

Top Team

 #1 TINA NADER TEAM	 #2 MARGARET LUBY GROUP
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Rookie of the Year

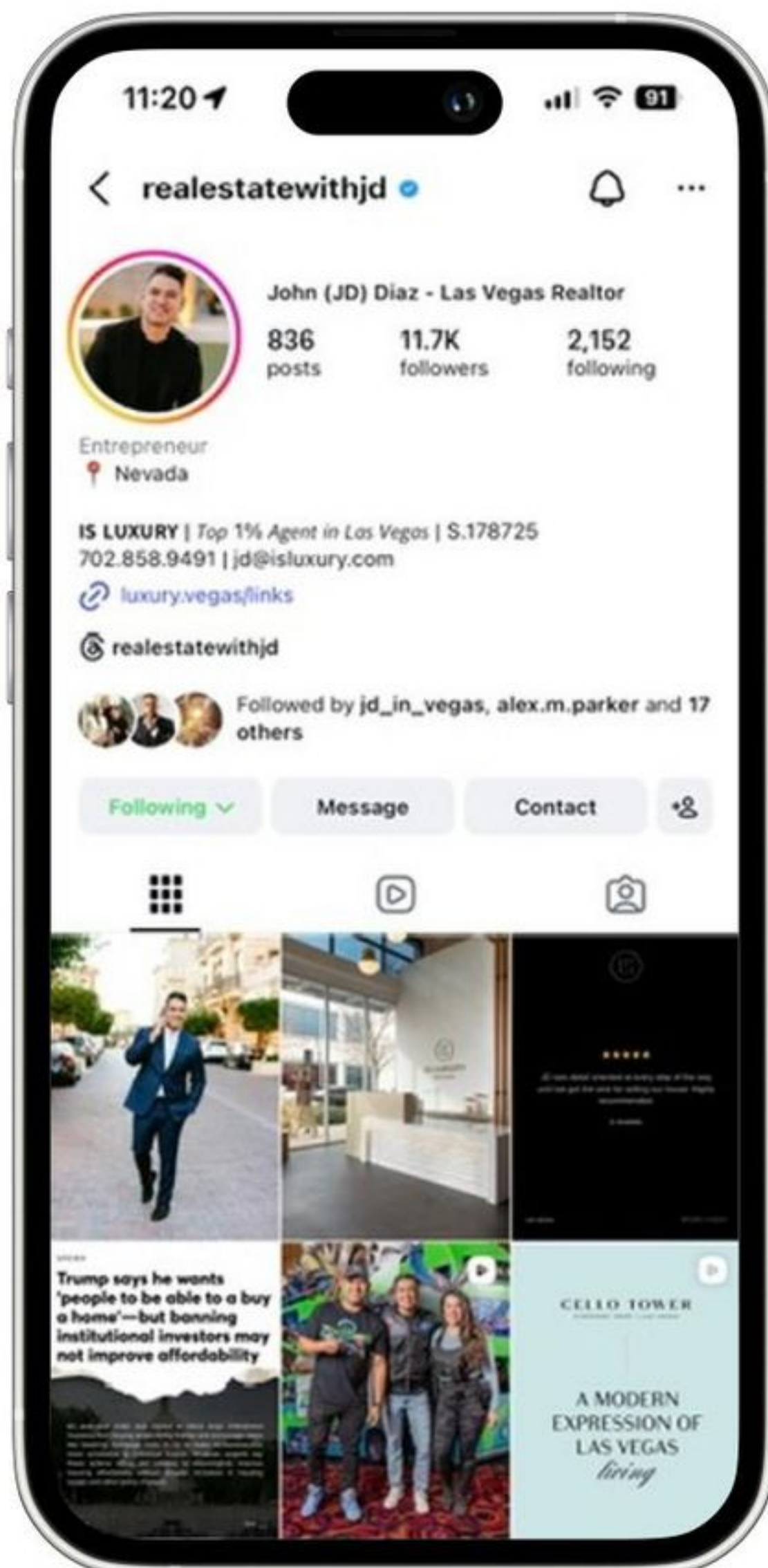
 #1 KAITLIN PETERSON

Congratulations TO OUR AGENTS IN OUR NEW HOME OF LAS VEGAS

Social Channels That Reach People

MARKETING THAT LEAVES A LASTING IMPRESSION

Our marketing approach is designed to make your property unforgettable. From cutting-edge email campaigns and targeted digital advertising to beautifully crafted brochures and standout print materials, we harness the full strength of our brand to elevate your listing.





CONSTANT ENGAGEMENT. SUPERIOR REACH. LOYAL FOLLOWING.

With a monthly reach of well over 1 million+ luxury buyers across Facebook, X, YouTube, Instagram, and LinkedIn, IS Luxury creatively and consistently engages with luxury buyers and sellers. Our premier social media experience enables us to showcase your listing to targeted buyers across the globe.



A photograph of a modern two-story house at night. The house has a light-colored stucco exterior and a large balcony on the upper floor with a glass railing. Inside the balcony, a potted plant is visible. The ground floor features a large open-plan living and dining area with floor-to-ceiling windows. The interior is lit up, showing a modern kitchen with pendant lights and a living area with a sofa and coffee table. Outside, there is a covered patio with a dining table and chairs, and a swimming pool in the foreground. The pool reflects the lights from the house. The text "CASE STUDIES" is overlaid in the center of the image.

CASE STUDIES

NO. 1: HOME STAGNATION

NO.2: DEVELOPER BUILT HOMES

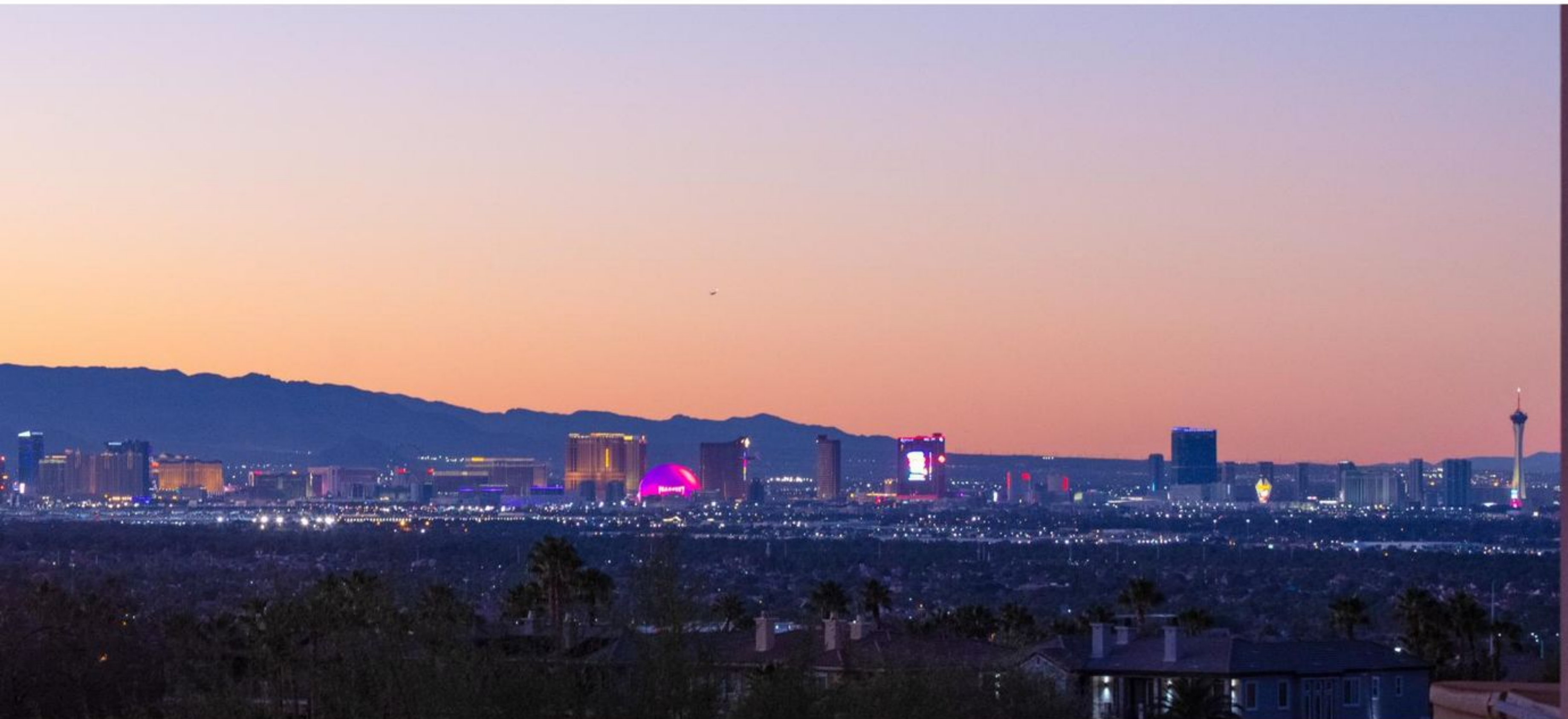
NO.3: UNIQUE PROPERTIES

NO.4: INNOVATIVE DEAL STRUCTURING

LUXURY CASE STUDIES

Strategy. Execution. Results.





Each exceptional property presents its own architecture, market conditions, buyer profile, and transaction dynamics. There is no universal formula in luxury real estate — only thoughtful strategy, precise execution, and informed decision-making.

The following case studies illustrate how our approach adapts to different property types, price points, and complexities. From repositioning long-listed estates to navigating creative financing and dual representation, these examples demonstrate how tailored strategy leads to measurable outcomes.

This is where process becomes performance.



N O . 1

STRATEGIC REPOSITIONING

From prolonged market exposure to a one-day, premium
close under dual representation.





THE PROPERTY



MACDONALD HIGHLANDS | 583 SAINT CROIX ST, HENDERSON, NV 89012

SOLD for \$5,500,000



9,614 SQ FT | 23,522 SQ LOT | 5 BEDROOMS | 7 BATHROOMS | ELEVATOR | 4-CAR GARAGE

583 Saint Croix St



A 9,615 square-foot luxury estate located in the prestigious St. Croix enclave. Architecturally impressive and positioned within a highly desirable luxury community, the home offered scale, presence, and strong long-term value — but required the right market approach to reach its full potential.

THE CHALLENGE

The property had been on the market for more than a year without achieving the sellers' desired outcome. While the home itself was exceptional, the presentation and positioning did not fully reflect its value within the luxury market.

The sellers were clear: they wanted an agent with proven experience at this price point, and a direct, honest assessment of what it would take to secure a successful sale.

OUR ROLE

JD was referred to the sellers by a past client and brought in to evaluate the property and its market position. He provided a candid, data-informed assessment and outlined specific steps needed to maximize value — from presentation to pricing strategy.

The sellers placed full trust in this plan, allowing JD and IS Luxury to take a hands-on leadership role in preparing the home for its reintroduction to the market.



Scan QR code to visit property website.

OUR APPROACH



VALUE OPTIMIZATION

Conducted a full property evaluation and recommended targeted improvements designed to strengthen buyer perception and justify pricing.



HANDS-ON COORDINATION

Personally managed contractors and oversaw flooring updates, painting, and staging to ensure every detail aligned with the luxury standard expected at this level.



MARKET RESET

Relaunched the property with a refined plan that repositioned the home in the market and reframed how its value was communicated to buyers.



COMPREHENSIVE EXPOSURE

Executed a full-spectrum campaign including professional video, social media visibility, and high-end print materials to reach both local and qualified out-of-area buyers.



EXECUTION

The relaunch generated immediate traction, with strong buyer activity and renewed interest from the market — a clear shift from the previous listing period.







THE OUTCOME

The home sold in two days at full asking price, generating multiple offers. JD represented both the seller and the buyer, ensuring a smooth, well-managed transaction from start to finish.

Both parties reported an exceptional experience, and the sale was later featured on Homes.com, highlighting the sellers' story and the strategic changes that led to success.

UNIQUE HOMES



\$5.5 Million Nevada Mansion Tied to Iconic Burger Chain Carl's Jr. Finds a Buyer—Days After \$1 Price Cut

BY KRISTINE HANSEN

DECEMBER 5, 2025



IS Luxury

A Nevada mansion with intriguing ties to the fast food industry has now found a very fast sale—mere days after its latest listing price was cut by just \$1.

The property is located just 15 miles southeast of Las Vegas' iconic Strip in MacDonald Highlands, a tony community where the area's most luxurious abodes are tucked away from the hustle and bustle of city life, while still enjoying incredible views of Sin City's glittering skyline.

All of the dwellings in the neighborhood are located on a hilltop perch that soars over the Strip, including the 9,600-square-foot mansion that was once owned by the family that brought iconic burger chain Carl's Jr. to Las Vegas.



Scan QR code to read full article.



N O . 2

NICHE MARKET MASTERY

Developer-built equestrian estate successfully repositioned
and sold after prior market stagnation.





THE PROPERTY



EQUESTRIAN | 6383 HORSE DRIVE, LAS VEGAS, NV 89131

SOLD for \$2,700,000



5,307 SQ FT | 46,174 SQ LOT | 5 BEDROOMS | 6 BATHROOMS | DEN + LOFT | 4-CAR GARAGE

6383 Horse Dr



A newly constructed equestrian estate offering land, privacy, and a lifestyle rarely found in traditional luxury neighborhoods. The property presented a unique opportunity for buyers seeking space, flexibility, and a connection to equestrian living — a distinct segment of the luxury market.

THE CHALLENGE

The home had been on the market for more than six months with minimal activity. While the construction and potential were strong, the property required specialized positioning that the previous representation did not provide.

New construction, developer-owned properties, and equestrian estates demand a different marketing approach and buyer targeting strategy than traditional luxury homes.

OUR ROLE

JD was brought in by the developer to take over the listing and rebuild the property's market presence from the ground up. The objective was not simply to relist the home, but to redefine how it was presented, who it was presented to, and how its value was communicated.



Scan QR code to visit property website.

OUR APPROACH



DEVELOPER COLLABORATION

Worked directly with the builder to align pricing, presentation, and buyer expectations with current market realities.



LIFESTYLE PRESENTATION

Introduced professional staging to shift the perception from new construction to livable luxury, helping buyers emotionally connect to the home.



VISION ENHANCEMENT

Created high-end renderings to help buyers visualize the full potential of the property and surrounding space — a critical component when marketing estate-style homes with land.



TARGETED EXPOSURE

Focused outreach toward buyers seeking space, flexibility, and lifestyle-driven properties, rather than relying on broad, non-specific exposure.



EXECUTION

The relaunch generated renewed interest and increased showing activity, creating the momentum that had been missing during the prior market period.







THE OUTCOME

The property sold within 2.5 months of the relaunch, followed by a successful close of escrow. Buyer feedback was overwhelmingly positive, reinforcing that the home had always had strong appeal — it simply needed the right representation and market positioning to reach the correct audience.







N O . 3

WHERE STORY SELLS

A distinctive one-acre estate sold in 15 days through
cinematic presentation, thoughtful narrative, and dual
representation.





THE PROPERTY



LONE MOUNTAIN | 4775 N TEE PEE LN, LAS VEGAS, NV 89129

SOLD for \$2,250,000



6,027 SQ FT | 43,124 SQ LOT | 6 BEDROOMS | 6 BATHROOMS | DEN + LOFT | 3-CAR GARAGE

4775 N Tee Pee Ln



A private estate property set on over an acre, featuring a main residence, guest house, private vineyard, and its own well. The home offered a rare blend of scale, self-sufficiency, and lifestyle appeal — characteristics that set it apart from traditional luxury listings and required careful, intentional presentation.

THE CHALLENGE

The sellers had already interviewed several of the top agents in the Las Vegas Valley. They understood the property's uniqueness and wanted representation that went beyond standard luxury marketing. This home required more than exposure — it needed someone who could articulate its story, highlight its distinctive features, and present it as the lifestyle opportunity it truly was.

OUR ROLE

JD was referred to the sellers and immediately focused on defining the property's narrative. By clearly communicating why the estate required a different approach, he secured the listing and established a plan built around storytelling, presentation, and thoughtful buyer targeting.



Scan QR code to visit property website.

OUR APPROACH



NARRATIVE-DRIVEN PRESENTATION

Produced a cinematic-style video designed to capture the scale, privacy, and lifestyle the estate offered.



STRATEGIC PUBLICITY

Leveraged PR relationships to spotlight the property's unique features and backstory, expanding its reach beyond traditional listing channels.



THOUGHTFUL ENHANCEMENTS

Implemented simple yet impactful modifications to elevate buyer perception and ensure the home showed at its highest potential.



SKILLED NEGOTIATION

Managed the transaction with precision, protecting the seller's interests while guiding the process smoothly.



EXECUTION

The focused presentation and narrative-led marketing created immediate engagement and strong buyer interest — a direct reflection of aligning the property with the right audience.





THE OUTCOME

The property sold in 15 days, with JD representing both the seller and the buyer. The transaction closed successfully, and the client experience was seamless from start to finish.

Within a few years, JD was invited to represent the property again — a clear testament to the trust built and the results delivered.





N O . 4

INNOVATIVE DEAL STRUCTURING

A \$4M+ luxury sale achieved through creative financing and
precision negotiation.





THE PROPERTY



THE RIDGES | 4208 LAPIS RIDGE CT, LAS VEGAS NV 89135

SOLD for \$4,100,000



4,618 SQ FT | 11,326 SQ LOT | 4 BEDROOMS | 6 BATHROOMS | DEN + LOFT | 3-CAR GARAGE

4208 Lapis Ridge Ct



A luxury residence priced above \$4 million, offered during a steady but measured market period. The home showed beautifully and generated interest, but required thoughtful execution to align the right buyer with the right structure.

THE CHALLENGE

While demand existed, market conditions were not at peak momentum. When a serious buyer emerged, traditional financing terms created friction that could have delayed or prevented the sale. Moving forward required flexibility, creativity, and careful negotiation.

OUR ROLE

JD was referred by an out-of-state agent to lead the sale and implemented a full-scale luxury marketing plan. As the opportunity evolved, he took an active role in structuring the transaction itself, ultimately representing both the seller and the buyer — ensuring clear communication, alignment, and a smooth path to closing.



Scan QR code to visit property website.

OUR APPROACH



CLIENT COLLABORATION

Executed a comprehensive luxury marketing campaign and maintained consistent broker outreach to ensure strong visibility among qualified buyers.



RELATIONSHIP-DRIVEN OUTREACH

Direct communication with brokers representing capable clients in the area, keeping the property top of mind within the luxury agent network.

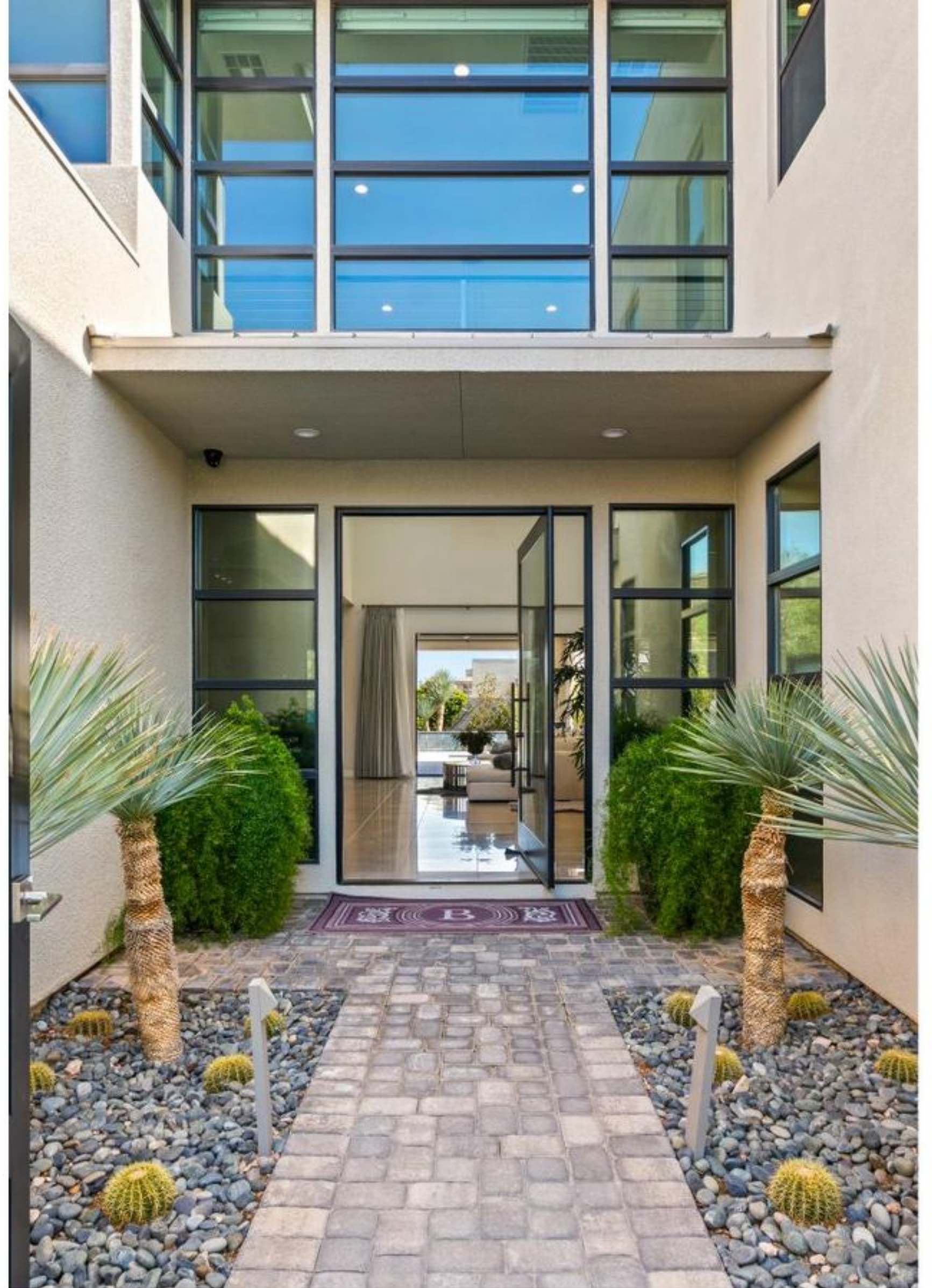


CREATIVE PROBLEM SOLVING

Recognized that the opportunity to close the deal would come through structure, not just price. Developed and negotiated a customized financing solution that aligned the buyer's situation with the seller's objectives.

EXECUTION

Acting solely on behalf of the seller, JD led the transaction with clarity and precision. From managing buyer interest to navigating negotiations, each phase of the deal was handled with a singular focus on protecting value and achieving the seller's objectives.

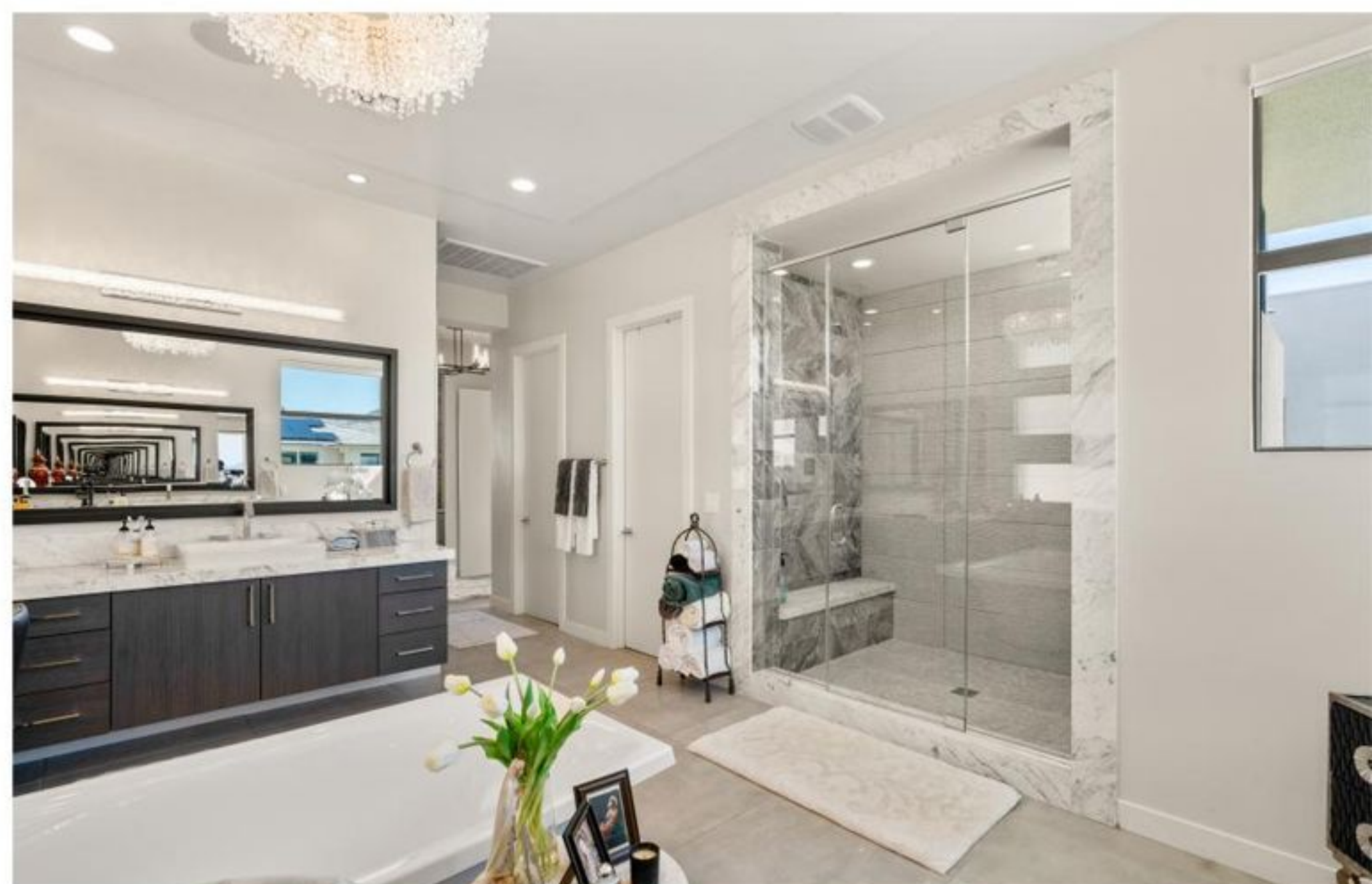




OUTCOME

The home sold in under three weeks at full asking price. The transaction closed successfully under dual representation, demonstrating JD's ability to combine strategic marketing, inventive deal structuring, and high-level negotiation to deliver strong seller results.









A photograph of a modern interior space, likely a hallway or entrance. A light-colored sliding barn door is partially open, revealing a doorway. To the right, large glass windows offer a view into a brightly lit room with contemporary decor, including a white armchair and a gold-colored side table. The text "THE STANDARD WE BRING TO EVERY PROPERTY" is overlaid in a white serif font on the left side of the image.

THE STANDARD
WE BRING TO
EVERY PROPERTY

THE STANDARD
IS LUXURY



LUXURY REAL ESTATE IS NOT DEFINED BY PRICE ALONE.

It is defined by presentation, positioning, discretion, and the ability to make informed decisions at every stage of the process.

The properties featured in this book vary in architecture, scale, and transaction structure, yet each required the same core principles: thoughtful strategy, disciplined execution, and leadership from start to finish.

That is the standard we bring to every property we represent.





STRATEGY
CREATES
OPPORTUNITY.
EXECUTION
CREATES
RESULTS.

