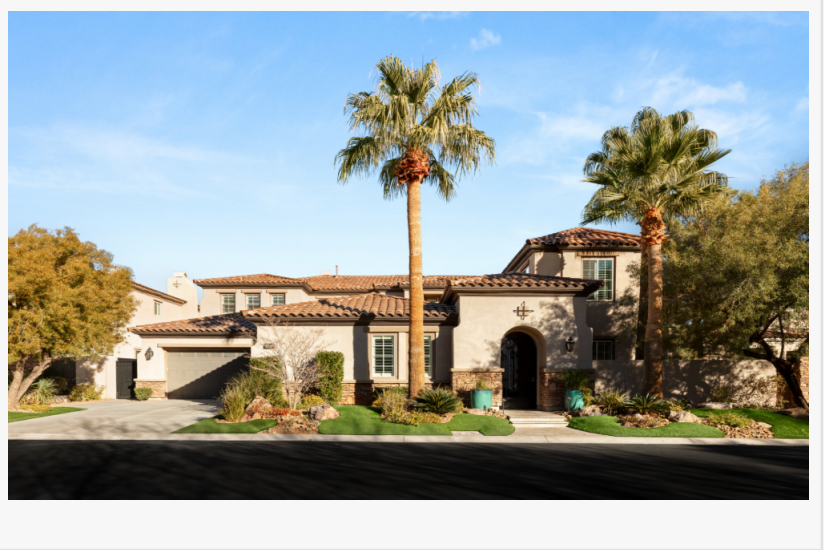


Luxury Las Vegas Estate Secured Signed Contract in 30 Days and Closed 30 Days Later Via DeCaro Auctions

The extraordinary desert residence went under contract well ahead of market average after generating 1.1 million global campaign impressions

NAPLES, FL, UNITED STATES, June 29, 2026 /EINPresswire.com/ -- [DeCaro Auctions](https://www.DecaroAuctions.com/), a global leader in the marketing and sale of luxury real estate, announced today that a luxury estate in the highly coveted Las Vegas market secured a signed contract within 30 days of campaign launch,



following a focused auction marketing period that culminated on auction day. The transaction then successfully closed 30 days later. The accelerated sale was achieved through a high-velocity global marketing campaign executed in close collaboration with Rob Jensen of The Rob Jensen Company.

“

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Mario Vargas as Chief Executive Officer of DeCaro Auctions

While luxury residences in this price bracket within the Las Vegas market typically average more than 90 days on the market, DeCaro Auctions' auction model successfully brought together a competitive pool of qualified buyers to establish true market value well ahead of regional trends.

“When dealing with an asset of this caliber, you cannot rely on passive marketing,” said Mario Vargas, Chief Executive Officer of DeCaro Auctions. “By pairing a 30-day timeline with a highly targeted global outreach strategy, we didn't just wait for the market to react—we actively ignited competition. Our process delivered a definitive, market-

driven outcome for the seller in a fraction of the time of a traditional listing.”

The comprehensive global marketing campaign generated massive engagement across premium channels and elite partner networks—including the Wall Street Journal and niche high-net-worth digital platforms—Zillow, Realtor.com, Meta, high-visibility billboards, and targeted direct mailers.

The campaign metrics highlighted global and local demand with 1.1 million global impressions achieved. 17,200 unique clicks driven directly to the property's auction landing page, 450 qualified inquiries vetted during the exposure period, 110 physical walkthroughs and private tours conducted and 9 fully vetted, qualified bidders registered for auction day.

Central to the campaign's operational success was DeCaro Auctions' signature on-site management strategy. A dedicated Property Experience Director lived within the

local community for the entire 30-day marketing window. This immersive role allowed DeCaro Auctions to personally host elite preview events, conduct bespoke private showings, and maintain seamless, direct connections with the local luxury brokerage community to maximize broker participation.

“The challenge with ultra-luxury properties isn't just finding buyers; it's compelling them to act within a strict 30-day window,” said Matthew Rollins, Chief Marketing Officer of DeCaro Auctions International. “By layering lifestyle storytelling with hyper-targeted digital and physical media, we create a global echo chamber around the asset. This ensures every serious buyer understands the property is available, but only for a definitive, limited time.”

Located in one of Las Vegas's most prestigious enclaves, positioned along the 18th fairway within the guard gated Red Rock Country Club, the estate blends modern luxury with world-class amenities. This reimagined two-story residence offers direct golf frontage and immediate access to clubhouse amenities. The setting supports a seamless blend of daily living and recreation in one of Las Vegas' most established private communities.



The offering reflects DeCaro Auctions' builder and seller-focused acceleration strategy, designed to bypass conventional market stagnation and deliver clean, non-contingent contracts for the world's most distinctive luxury estates.

Images and complete walkthrough video media of the property may be viewed [here](#).

For more information regarding this successful sale or to view upcoming luxury auction opportunities, visit <https://www.decaroauctions.com/auctions>

About DeCaro Auctions

DeCaro Auctions is a global luxury auction firm specializing in the marketing and sale of high value real estate through strategic auction campaigns. Founded more than four decades ago, the firm combines disciplined auction execution with immersive marketing and private client advisory services to deliver certainty, global reach, and competitive outcomes for extraordinary properties.

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