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Vegas powerhouse brokerage IS Luxury expands to California

The new office in Southern California includes 11 agents who joined from other brokerages

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Las Vegas–based luxury real estate firm IS Luxury has opened its first office outside Nevada by establishing a presence in Orange County, California, the company announced Wednesday.

Founded by Ivan Sher in 2018, IS Luxury has closed nearly \$2 billion in sales in Las Vegas and Henderson, Nevada, over the past three years.

“Expanding into Orange County is a natural next step for us,” Sher said in a statement. “There’s strong synergy between the luxury markets of Las Vegas and Southern California, and many of our clients invest in both. They rely on us for consistency, market insight, and results across the board.”

The new office, located in Newport Beach, California, includes 11 agents who joined from other brokerages, and it will be led by Christi Carrillo.

IS Luxury said it plans to leverage its experience in Las Vegas — where it has set multiple price-per-square-foot records at the neighborhood level — to serve affluent clients in Southern California.

Carrillo, who most recently worked at a Newport Beach boutique brokerage, said she views the expansion as an opportunity to tap a broader network of referrals.

“I’m excited to join IS Luxury and bring their track record of high-touch service to Orange County,” she said in a statement.

Orange County's luxury market has shown resilience amid higher mortgage rates and a shortage of resale inventory.

According to data from the California Association of Realtors, the median price for a single-family home in the county stood at \$1.4 million in March, up 5% year over year.

"The market here remains competitive, with buyers moving quickly when well-priced properties hit the market," Carrillo said. "Our goal is to provide clients with timely insight and strategic guidance in every transaction."

By opening a Newport Beach office, Sher said the firm aims to offer existing clients seamless service across both Nevada and California, while also building new relationships with local agents and developers.

"We are excited to help our clients find not just extraordinary homes, but the perfect backdrop for their lives, memories and lasting legacies," he said