

Realtors in Tahoe seek out Las Vegas buyers

By Buck Wargo, Las Vegas Review-Journal

Call it the northern invasion.

Northern Nevada Realtors in the Lake Tahoe and Reno area are aggressively reaching out to their counterparts in Las Vegas with marketing in Southern Nevada to find buyers for luxury vacation properties.

One of the newest properties on the market on the Nevada portion of Lake Tahoe is a \$35 million home of Mark Mastrov, the founder of 24 Hour Fitness and co-owner of the Sacramento Kings in the NBA.

The 13-acre property known as the Pines has 13,000 square feet with five bedrooms, a guest house, a caretaker house, lake frontage, a boathouse, and three-hole golf course, said Cheryl Luther, a Realtor with Chase International, which is listing the property. The land was developed in the mid-1930s as a summer retreat for the Scripps Howard newspaper family and is one of the largest privately held estates in Lake Tahoe, she said.

With an elevation of more than 6,000 feet, Lake Tahoe cooler and easier to get to than other destinations such as Big Bear and Mammoth.

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