



CONCIERGEAUCTIONS



LUXURY PROPERTY AUCTION





**BARCELONA,
SPAIN**

AUCTION | SUBHASTA
BID 16-18 JULY | OFERTA 16-18 DE JULIOL

CURRENTLY €12.5M. WITHOUT RESERVE. ACTUALMENT 12,5 M €. SENSE RESERVA.





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Villa Argentona | Veinat de Clara No 16, Argentona, Barcelona, Spain
Preview Hours: Daily 11-2PM & by Appointment

Contact: Romina Rusu, Project Sales Manager | +34 671 144 937 or + 1 646 760 8736
In Cooperation with Ronei Kolesny of Barleigh Ellis

5
bedrooms

6
bathrooms

2,362
square meters

27±
hectares





LIFESTYLE

The classical beauty of the historic Veinat de Clara in the hills of Barcelona blends grandeur with bucolic charm. With 1,696 square meters in the main house, this stunning manor features gorgeous wood and tile throughout the five bedrooms and library. Entertain guests in the climate-controlled wine cellar, featuring a wine tasting room and charming 16th century chapel, or host galas and intimate soirees in the grand hall and drawing rooms. The old school charisma of this wonderland is offset by modern comforts. Escape to the beautiful indoor pool room filled with natural light and views of the gardens, or relax in the spa's sauna, hammam, or massage room. The beautiful finishes are second only to the truly transcendent outdoor space sitting on 27 gated hectares with incredible views of the lush hill country. Take a walk along the hiking trails and nature runs throughout the woods, or enjoy Spanish coffee in one of the picturesque English garden or sculpture park. Take a stroll through the olive grove, a dip in the refreshing outdoor swimming pool, a game on the tennis court or football (soccer) field. This personal Eden offers a whole world from thrilling adventure to tranquil respite without ever leaving home.









La bellesa clàssica de l'històric Veïnat de Clarà als turons de Barcelona barreja grandiositat amb encant bucòlic. Amb 1.696 metres quadrats de casa principal, aquesta impressionant mansió incorpora fusta i teula magnífiques als cinc dormitoris i la biblioteca. Entretingueu els vostres hostes al celler climatitzat, amb una sala de tast de vi i una capella encantadora del segle XVI, o organitzeu gal·les i vetllades íntimes a la sala principal i a les sales de dibuix. El caire de vella escola d'aquest país de les meravelles es veu contrarestat per les comoditats modernes. Escapeu a la preciosa piscina coberta plena de llum natural i vista sobre els jardins, o relaxeu-vos a la sauna, el hammam o la sala de massatges del balneari. Els preciosos acabats queden en un segon pla davant d'una zona exterior realment impactant de 27 hectàrees, amb vista increïble sobre aquest exuberant país muntanyós. Passegeu pels senders i les rutes pel bosc o gaudiu d'un bon cafè en un dels pintorescs jardins anglesos o parcs d'escultures. Passegeu per l'olivar, feu una capbussada a la refrescant piscina a l'aire lliure o jugueu a tennis o a futbol. Aquest Edèn personal ofereix tot un món: des d'aventures emocionants fins a un descans tranquil sense sortir mai de casa.





1

27 private, gated hectares of land

2

Wellness center with extensive spa and gym

3

Climate controlled wine cellar with tasting room

4

Three separate guest houses













HISTORIC VILLA ON 27 GATED HECTARES

ABOUT THE AREA: ARGENTONA, SPAIN

This quaint town is a tourist hotspot known for its horticulture and architectural variety. Residents can enjoy the Argentona Water Jug Museum, home to 700 pieces, including the ceramic works of Pablo Picasso, himself. Every year on August 4, the town hosts Festa Major, a vibrant and jubilant festival celebrating St. Dominic. Argentona sits just 30 minutes away from the center of the famed Barcelona, home to an amalgam of cultural wonders from the incredible Palau de la Música Catalana concert hall to the multitude of museums, to the exciting Boqueria market, to the iconic Barcelona beaches, the explorer in you will never tire in this beautiful city. Named the world's healthiest country in a recent article by Bloomberg, Spain is an ideal place to retreat, relax, and enjoy the vibrant culture all around you.









THE LEADING
MARKETPLACE
TO BUY AND SELL
THE WORLD'S
FINEST
PROPERTIES.

We understand the traditional model for buying and selling luxury real estate has limitations. And, we're here to help.

Sold. Listed for \$14.5M.
212 White Pine Canyon Road | Park City, UT



CONCIERGE AUCTIONS: THE SMART CHOICE

The world's finest art, cars, and antiques are sold at auction — so, why not real estate?

Backed by game-changing technologies, award-winning marketing, dedicated sales support, and one of the most valuable Ultra High Net Worth (UHNW) client lists in the industry, Concierge Auctions has pioneered a new way to buy and sell luxury properties. In partnership with the agent community, our expert team curates the world's most elite offerings, matches them with qualified buyers, and facilitates an easy, market-driven transaction. Our typical clients are entrepreneurs, business owners, athletes, entertainment figures, and executives from the technology and financial sectors.

BUYERS

- Curated inventory
- Easy bidding process
- Luxury real estate for your price

AGENTS

- A broker-loyal partnership
- Award-winning marketing
- Commissions protected

SELLERS

- Accelerated sales solution
- Industry-leading database
- Market value on your timeline

THE PICASSO OF PROPERTIES

We know luxury homes, and select only the best. One of every 20, to be exact.

The result? A curated selection of the finest properties from across the globe. Our buyers are the first to know about the best opportunities available—and they name the price.

Sold for \$10.175M
Splendida Dimora | Vero Beach, FL







WE ARE REAL ESTATE: OUR ORIGIN STORY

Real estate is in our blood.

Our origin story began when President and Founder Laura Brady met Chairman Chad Roffers in 2004. She was one of the top-producing luxury real estate agents in the country by the age of 30. He was a successful entrepreneur and luxury real estate brokerage owner. Frustrated by limitations in the industry, they came together to create a more efficient method for buying and selling the world's finest homes.

Today, we are recognized as a cutting-edge, global force. We have the largest footprint of any real estate auction marketplace—more than our top five competitors combined—owning 80%+ of the luxury auction space. And, we have one of the most valuable Ultra High Net Worth (UHNW) databases of active buyers in the real estate and auction industries.

Since our inception in 2008, we have generated billions of dollars in sales, broken world records for the highest priced homes ever achieved at auction, and are active in 40 U.S. states/territories and 27 countries.

WE ARE OBSESSED WITH THE DETAILS.

We have garnered global attention, including:

- “Best Overall Marketing” and “Extraordinary Philanthropy”, Who’s Who in Luxury Real Estate
- “Best in Show” for print and film + 20 Marketing Awards including “Best Website”, *USA Today* and National Auctioneers Association
- 21 Film Production Awards, The Telly Awards
- Five-time honoree to *Inc. Magazine’s* annual list of America’s fastest-growing companies and Inc5000 Hall of Fame member
- President Laura Brady and Chairman Chad Roffers awarded “Most Influential Leaders in Real Estate”, *Inman News*
- No. 38 on the 2018 Entrepreneur 360™ List

Sold for \$6.804M

Il Incanto | Rancho Santa Fe, CA



OUR KEY FOR KEY® GIVING PROGRAM

We believe that every business has a responsibility to make a positive impact on the world.

Inspired by TOMS® One For One® program, in partnership with Giveback Homes, our Key For Key® giving model guarantees that a new home will be built for a family in need for every property we sell this year.

Our goal is to transform the lives of families through the empowerment and financial stability that comes with homeownership.

Key for Key would not be possible without your support. Each donation is made on behalf of the seller, buyer, bidders, and agents—and we invite clients to join us by donating alongside of their corresponding sale, or at ConciergeKeyforKey.com.



FAQS: THE AUCTION PROCESS

Q: Why do high-end property sellers, agents, and buyers choose auction?

A: Our auction platform enables sellers and agents to name the timing and terms of the sale. We execute a targeted marketing and sales campaign, activate qualified bidders, and generate a transaction within 90 days — and the agents still earn their commissions. For buyers, we curate inventory of the world's best properties from realistic sellers, with assurance that they pay a fair price — only one bid above the next highest bidder.

Q: How do I know if auction is right for my client and me?

A: Auctions are ideal for selling one-of-a-kind, incomparable properties. Every market has a threshold above which homes are more difficult to monetize. The typical tools of price reductions, prolonged advertising, and PR exposure can hurt more than help the outcome of sale. For \$5M+ homes, price has little bearing on demand, and price reductions are ineffective.

Q: Aren't auctions only for distressed properties?

A: No. Our typical seller is well capitalized and not in a distressed situation. Rather, they are choosing auction to help accomplish their goals within their timeframe. We are solely focused on high-end properties.

Q: Are agents protected?

A: Yes. We have never conducted an auction without a listing agent involved and a commission offered to a buyer's agent.

Q: Why should I choose to auction instead of sell traditionally?

A: We see auction as an added tool rather than an alternative. The traditional brokerage model has limitations. In the ultra-luxury realm, the buyer pool is limited and properties simply aren't very liquid, even in healthy market conditions. Auctions bring the market to the buying opportunity and enable a timely resolution.

Q: How does the auction process work?

A: Typically, our properties are marketed for four to five weeks prior to the auction date. We deploy a dedicated, on-site Project Sales Manager to work alongside the listing agent, educate potential bidders about the auction, and facilitate registrations. The properties are available daily for potential bidders to preview and conduct inspections. Diligence is encouraged, as all sales are "as-is," without contingencies. The Terms and Conditions of Sale, Purchase Contract, and available property documents can be downloaded from each property page on ConciergeAuctions.com.

Q: What are the different auction formats that you use?

A: We use two auction formats.

Without Reserve: There is no minimum bid to purchase.

Reserve: Will sell at or above a pre-determined price threshold.

Q: Where does the auction take place?

A: Our auctions are conducted in one of three ways:

Digital Marketplace and App — The majority of our auctions are conducted on our digital bidding marketplace, available via ConciergeAuctions.com or via our app. Both allow buyers to participate in our auctions in real-time from anywhere in the world. Bidders may watch bids live, and/or in conjunction with a phone or proxy representative.

On-Site — The “live” auction will be conducted at the property or a nearby venue. Bidders may participate via proxy, by phone, on our digital marketplace, ConciergeAuctions.com, or via our app.

Portfolio Sale — The property will be auctioned alongside other properties, as part of a collection.

Q: What does it cost?

A: We do not charge any upfront fees for sellers. We pay cooperating broker commissions for bringing a winning bidder. Depending on the particulars, we may recommend an opening bid incentive that encourages buyers to submit an opening bid prior to the opening of an auction. The buyer pays an additional premium on top of the high bid. The seller pays the title search and title insurance. The buyer pays any applicable transfer taxes. See the individual Terms and Conditions of each auction for more details.

Q: Do you accept pre-auction offers?

A: It is not uncommon to receive pre-auction offers. All offers received prior to auction are presented for consideration.

Q: I am ready to sell my property or I have a listing that my client would like at auction. What now?

A: Call us at **646.760.8736** to connect with one of our team members and begin the vetting process.

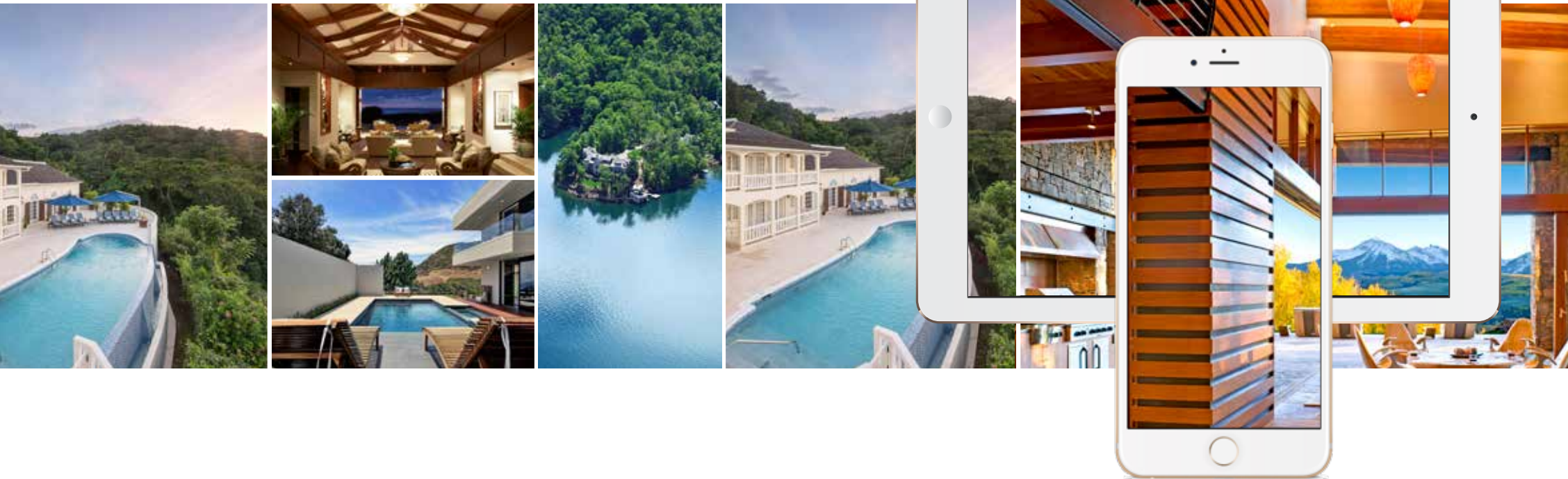
Q: I’m ready to register to bid. What now?

A: You may register to bid via our online marketplace at ConciergeAuctions.com. Visit the property profile page, and select the “Register to Bid” button. Or, call us at **646.760.8736** for personal service.

Our registration process has three steps:

1. Complete the Terms and Conditions of Sale.
2. Wire your Bidder Deposit, typically \$100,000, which is credited towards your purchase if you are the winning bidder, or is returned the following business day if you are not.
3. Provide a letter of reference from your bank or financial institution (sample included with the Terms and Conditions).

LEARN MORE AT [CONCIERGEAUCTIONS.COM/FAQ](https://www.conciergeauctions.com/faq).



WATCH. TAP. BID. WIN.

Download our app or visit ConciergeAuctions.com to participate in our global auctions from anywhere in the world. Accessible on your desktop or mobile phone. Just sign in and start bidding with the tap of a finger. Plus, receive notifications on our latest opportunities and watch auctions live.



CONCIERGEAUCTIONS.COM