

REAL ESTATE

\$3M mansion up for grabs in global contest

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Millionaire Mansion is hosting the first global luxury real estate contest. Image credit: Millionaire Mansion

By SARAH RAMIREZ

As high-end homeowners embrace alternative sales methods, one couple is making their British country mansion the grand prize in what is reportedly the first global luxury house competition.

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Millionaire Mansion is selling contest tickets for the four-bedroom estate, which sits on 10 acres in Devon, England. The eventual winner will also receive 50,000 pounds in cash, or about \$66,000, a Rolls-Royce vehicle and housekeeper and gardener services.

"The property has never come on to the market before, as the build was commissioned by the current owners," said Dan Pritchard, managing director of **Astley Media**, which represents Millionaire Mansion. "They are a very private family so didn't want to put the property on the market in the usual way."

Millionaire mansion

The estate is located about 25 minutes from the Devonshire coast, and a two-hour drive from London.

In addition to the mansion, the property includes a three-hole golf course and a separate apartment with a private garden. The mansion itself has an indoor swimming pool, gym and a four-car garage.

Downstairs, double entrance doors open up into a large hall, with a drawing room, kitchen, dining room, library, study, breakfast room and bar. Double doors also open up to an entertaining terrace and barbecue space, as well as a garden area.

This 10 acre property is up for grabs in a Millionaire Mansion competition. Credit: Millionaire Mansion

A basement includes a wine cellar, utility room, drying room and storage space. Among the four en-suite bedrooms is a master suite with a dressing room and a balcony.

Electric gates and alarm systems fully secure the property.



A Rolls-Royce is included in the Millionaire Mansion grand prize. Image credit: Millionaire Mansion

The competition runs through Nov. 30. Millionaire Mansion is making 1 million tickets available, and capping individuals at 10,000 entries.

Each ticket costs 10 pounds, or about \$13 at current exchange. At most, someone can spend 100,000 pounds, about \$132,350, plus fees, to win the mansion valued at 2.3 million pounds.

Technically, the mansion is not being offered in a lottery. Entrants must correctly answer a question when buying their tickets, so there is an element of skill.

Contestants must be over 18 years old, and do not need to reside in the United Kingdom to participate.

Winners of the mansion can choose to live there, or may rent or sell the property. Besides the grand prize, nine runner-ups will win 10,000 pounds, about \$13,235.

The homeowners plan to donate 20 percent of the proceeds from the contest to charity.

"[The current owners] also loved the idea of someone winning a mansion that they have had such wonderful times in as a family themselves," Mr. Pritchard said. "It's a chance to transform someone's life and raise money and get publicity for lots of their favorite charities."

Real estate rules

A rapidly evolving luxury real estate market has forced some homeowners to get creative to sell their properties.

Earlier this year, California real estate brokerage Pacific Union launched a digital marketplace for luxury homes. The new online platform, called Private View, allows buyers and sellers of high-end, luxury homes to exchange information online and arrange viewings before the homes become listed publicly ([see story](#)).

While real estate auctions are often associated with foreclosures and other troubled properties, a number of firms have proven that the format is also effective for finding luxury buyers. In one case, a South Florida home found a buyer and was under contract within 48 hours of the auction being promoted, with an agreed-upon sale price of \$3.1 million ([see story](#)).

If the Millionaire Mansion competition is deemed a success, it could become yet another option for luxury real estate sellers and buyers.

"We have had interest already from owners of other incredible properties including an island, a lighthouse and a mansion belonging to an international rock star," Astley Media's Mr. Pritchard said.