

Buy \$18M Mansion, Get Royal Treatment for Free

By [Stefanos Chen](#) | Posted Apr 26th 2011 3:00PM

An \$18 million Hollywood Hills mansion just [sold in one week](#), thanks to some very clever marketing--buy the house, and live like royalty at no extra cost.

Known as the Oriole House, the property belonged to nightclub impresario and mega financier Sam Nazarian, CEO of the high-end hospitality company [SBE](#). To help pique interest in the princely estate, Nazarian offered the buyer full access to his hospitality company's exclusive range of hotel-quality amenities. Among the services included: a cadre of personal assistants to fulfill your every request, fully catered house parties for the owner, guest-only privileges at Nazarian's ultra-posh hotels, even a star [renovation consultant](#) who can be brought in to redesign any room in the home, reports Forbes.

Suddenly, \$18 million sounds like a steal.

You might recognize the posh estate as the home of Vincent Chase from HBO's stargazing hit series "[Entourage](#)." Watch carefully and you'll even notice Nazarian ushering the boys into his celebrity-packed L.A. nightclub, Hyde Lounge.

The Oriole Drive home was first listed back in 2009 for \$18.95 million, according to the [RealEstalker](#). The spread includes three bedrooms, 5.5 baths, panoramic views of the Pacific Ocean and a resort-style exterior with infinity pool and spa.

This time around, though, the listing was made available only to a select pool of privileged buyers. Each prescreened buyer was sent a personal access card with secret passcodes to the listing's details. According to Forbes, Stan Bharti, the owner of a Toronto, Ontario-based merchant bank, just closed on the property. He already has plans to make full use of the SBE hospitality package by hosting what will no doubt be a massive house-warming party.

To top it all off, the home has also reportedly broken a local sales record for price per square foot. While the total square footage was not immediately available, [one account](#) places the property at 5,976 square feet. At \$17.995 million, that's \$3,011 per square foot. And while "most expensive" can be a tricky measure to quantify in the game of ultra-posh posturing (like this [London complex](#) selling at \$225 million a pop, or the [641-square-foot California cottage](#) selling for \$5.3 million), an \$18 million mansion is nothing to sneeze at. Especially when it doubles as your own private hotel and resort.

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