



CONCIERGE AUCTIONS



**PARADISE VALLEY,
ARIZONA**

AUCTION
BID JANUARY 29-31

LUXURY PROPERTY AUCTION



**PARADISE VALLEY,
ARIZONA**

AUCTION
BID JANUARY 29-31

PREVIOUSLY \$14.5M. SELLING WITHOUT RESERVE





6	SPECS
8	LIFESTYLE
14	FEATURES
20	ABOUT THE AREA
24	CONCIERGE AUCTIONS
30	KEY FOR KEY™ GIVING MODEL
32	FAQ: THE AUCTION PROCESS

8055 North Mummy Mountain Road, Paradise Valley, Arizona 85253
Preview Hours: Daily 1–4pm by Appointment

In Cooperation With: Robert Joffe and Jonathan Friedland of The Joffe Group
Contact: Jennifer Saraceni, Project Sales Manager | 646.760.8736

A collection of top-tier properties,
available for your bid price.

Bidding opens digitally on January 29th and culminates
at a live auction at The Phoenician in Scottsdale, Arizona on January 31st.

View the full collection at ConciergeAuctions.com.

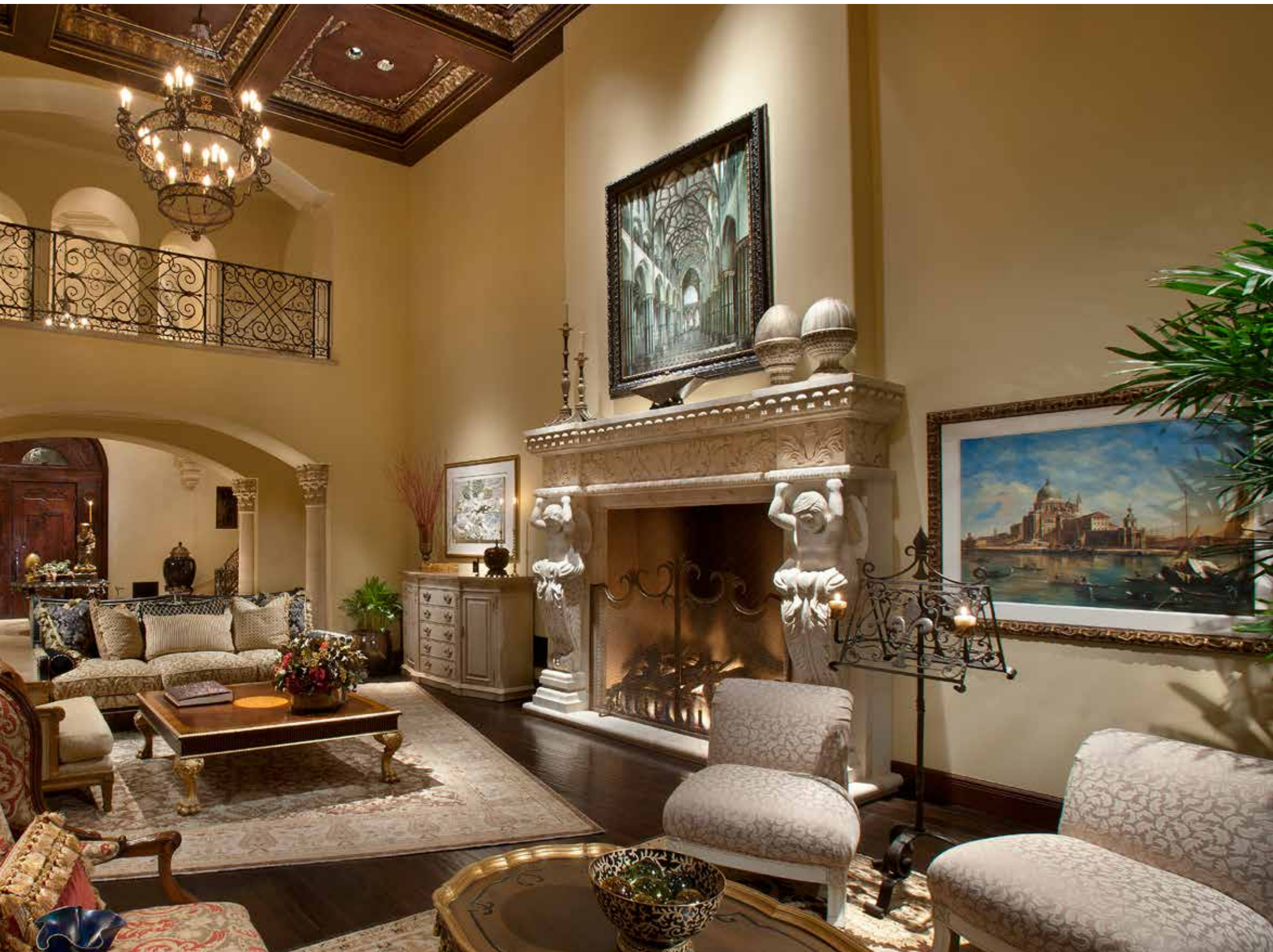
7
bedrooms

11F/1H
bathrooms

25,416
square feet

5±
acres





LIFESTYLE

Lush palm trees, flowering plants, and a stone archway lead you to the intricate wood door and into 8055 North Mummy Mountain Road. Architecturally designed by Erik Peterson, this 5-acre Mediterranean estate features timeless details such as wrought iron accents, wooden shutters, and handcrafted cabinetry, while also offering the very best in home entertainment. Revel in the exquisite craftsmanship, fine finishes, and custom features inside, including your own home theater and recording studio. Host a grand gala under the stars around your resort-style pool area, cabana and fire pit. After a friendly tennis match, retreat to your spa-like master sanctuary where you can take a rejuvenating bath and watch the desert sky from your private terrace. Perfectly situated at the base of Mummy Mountain, here, sweeping views surround you.













1

Mediterranean luxury in the high-desert

2

Entertain in resort-style elegance

3

Private Mummy Mountain enclave

4

A dream for auto enthusiasts and car collectors













ENDLESS AMENITIES

ABOUT THE AREA: PARADISE VALLEY, ARIZONA

In the shadow of Mummy Mountain, your Paradise Valley compound offers regal mountain views and twinkling city lights in the distance. Known for its exclusive real estate, world-class golf, five-star dining and shopping, Paradise Valley offers you the chance to indulge all facets of your personality. Fresh-air lovers will rejoice in the proximity to Echo Canyon and Camelback Mountain with its abundance of hiking trails, wildflowers and majestic cacti, while cultural adventures beckon in Old Town Scottsdale and Phoenix.









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



ABOUT 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, sports and 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 of 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 back in 2004. She, one of the top-producing luxury real estate agents in the country by the age of 30. He, 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%+ share 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.

To date, we have been active in 38 U.S. states/territories and 18 countries. We closed over \$1B in sales in our initial eight years and are on track to complete our next \$2B by 2018.

Sold for \$6.804M

Il Incanto | Rancho Santa Fe, CA

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 NAA
- 15 Film Production Awards, The Telly Awards
- Named One of America’s Fastest-Growing Privately-Held Companies – 4 Years in a Row, Inc. Magazine
- President Laura Brady and Chairman Chad Roffers awarded “Most Influential Leaders in Real Estate”, Inman News



OUR “KEY FOR KEY” GIVING MODEL

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.

GIVEBACKHMES

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 commission. 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 me or my client?

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 often has no bearing on interest level, 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 in the range of \$2 million to \$40 million, accepting one of every 20 submitted for consideration.

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 during this timeframe 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 utilize 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 & 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 “live,” alongside other properties, in a similar execution to that of an On-Site auction.

Q: What does it cost?

A: There are no upfront fees for sellers to engage us. The seller pays the title search and title insurance. We also offer a performance guarantee. In the event that we fail to secure a minimum number of bidders, our seller always reserves the right to cancel at no cost. However, if we deliver the minimum number of bidders and a seller still chooses to cancel an auction, there is a cancellation fee. For agents, we cover cooperating broker commissions up to 3% for bringing a winning bidder. Buyers pay a buyer’s premium on top of their bid, as well as title and 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 **212.202.2940** to connect with one of our team members and move forward in the vetting process.

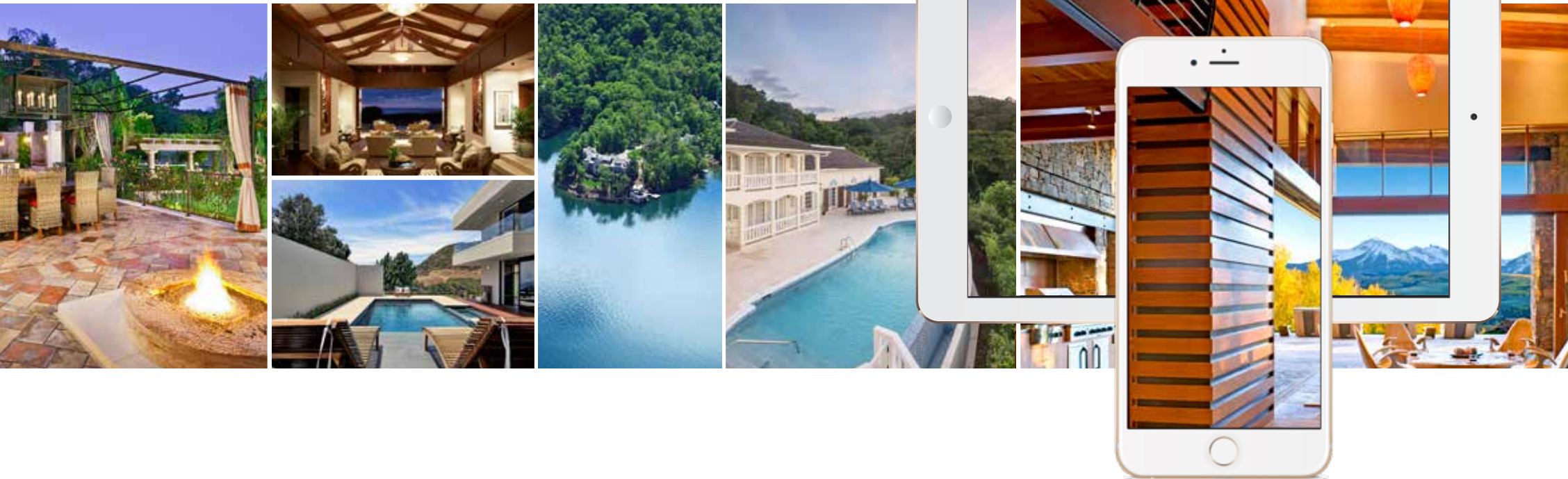
Q: I’m ready to register to bid. What now?

A: You may register to bid directly on our online marketplace at ConciergeAuctions.com. Visit the property profile page, and select the “Register to Bid” button. Or, call us at **212.202.2940** for personal service.

Our registration process has three steps:

1. Complete the Terms & 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 & 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

This property is listed for sale by Robert Joffe (BR029057000) and Jonathan Friedland (SA556623000) of The Joffe Group, Launch Real Estate LLC (LC662093000) - 4167 N MARSHALL WAY, SCOTTSDALE, AZ 85251 - (480) 577-6875. Concierge Auctions, LLC is the provider of auction marketing services, is not a licensed brokerage, and is not directly involved in selling real property - 777 S Flagler Drive, 800W, West Palm Beach, FL 33401 - (212) 202-2940. The services referred to herein are not available to residents of any state where prohibited by applicable state law. Concierge Auctions, LLC, its agents and affiliates, broker partners, auctioneer, and sellers do not warrant or guaranty the accuracy or completeness of any information and shall have no liability for errors or omissions or inaccuracies under any circumstances in this or any other property listings or advertising, promotional or publicity statements and materials. This is not meant as a solicitation for listings. Brokers are protected and encouraged to participate. Equal Housing Opportunity. See Auction Terms and Conditions for full details.



