

HOT PROPERTY



Playboy Enterprises International

THE PLAYBOY MANSION played host to countless pool parties, extravagant soirees and even a few Hollywood weddings over the years. Above Hugh Hefner and former girlfriend Barbi Benton in 1970.

PLAYBOY SETS RECORD

Hefner's iconic mansion to sell for \$105 million

By NEAL J. LEITEREO

It's the end of an era for the storied Playboy Mansion, the erotic adult playground that became as famous as its legendary owner.

Six months after it was put up for sale with a whopping \$200-million sticker price, Hugh Hefner's mansion has found a buyer at roughly half that amount: \$105 million, according to sources not authorized to comment publicly on the sale.

Daren Metropoulos, the son of billionaire investor C. Dean Metropoulos, is in contract to buy Hef's longtime Holmby Hills residence.

A stagnant real estate market for ultra-high-end homes didn't appear to hurt the Playboy Mansion: A completed deal would be the biggest home sale ever recorded in Los Angeles County. Despite the \$200-million figure, real estate agents didn't expect the home to fetch anywhere near that; the price was likely designed to grab headlines and drum up interest.

The current county record was set two years ago when the Westside manor known as Fleur de Lys sold for \$88.3 million, or \$102 million if one counts the furnishings and artwork.

In a city loaded with famous residences, the Playboy Mansion achieved a singular notoriety.

Filled with lore, and a point of envy for those who couldn't score access, the home played host to countless pool parties, extravagant soirees and even a few Hollywood weddings over the years—as well as a revolving door of Hefner's live-in girlfriends.

[See Playboy, C5]



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JIM BARTSCH

GUESTS GATHER for a cocktail party, top, before a screening of the movie "Entourage" last year. Above, one of the estate's 29 rooms.