

Hugh Hefner's \$200 Million Playboy Mansion Is America's New Most Expensive Home For Sale

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Hugh Hefner's Playboy Mansion has hit the market with a list price of \$200 million, making it the most expensive home currently for sale in the U.S.

The nearly 20,000-square-foot mansion is on five acres in Holmby Hills, a neighborhood that together with Bel Air and Beverly Hills form what is known as Los Angeles' Platinum Triangle. The Playboy property features 29 rooms and an additional four-bedroom guest house. It is one of only a handful of Los Angeles homes with its own zoo license. Drew Fenton and Gary Gold of Hilton & Hyland and Mauricio Umansky of The Agency are the listing agents.

The property's size and location may be its strongest selling point, given that former Hefner "girlfriends" have described the house itself as dated and tired. Model [Carla Howe told a British tabloid](#) that Hefner 'almost never leaves home and refuses to change anything in the mansion — the whole place feels like it's stuck in the 1980s.' She reportedly described old phones hanging on the mansion walls, and bedrooms that smell damp and feel cold. Former girlfriend Izabella St James wrote in her 2010 book *Bunny Tales*: "Everything in the Mansion felt old and stale, and Archie the house dog would regularly relieve himself on the hallway curtains, adding a powerful whiff of urine to the general scent of decay."

Hefner, the 89-year-old founder of Playboy, is still living and working in his famed mansion, and the sale would be structured so that he could continue doing so, a representative of one of the brokers confirmed. He is reportedly very frail.

Parties at the Playboy Mansion often highlighted the Playboy Grotto, the mansion's artificial cave with a whirlpool spa. Listing materials point out that the property also has the usual high-end features of a catering kitchen, wine cellar, and home theater, as well as a gym, tennis court, and swimming pool.

The Playboy Mansion's large price tag makes it the nation's new most expensive listing. Previously, that slot was held by Palazzo di Amore, billionaire [Jeff Greene's](#) Los Angeles 50,000-square-foot compound on 25 acres, initially listed at \$195 million but later reduced to \$149 million. The 62,200-square-foot [Ziff family](#) home on 16 acres in Manalapan, Fla., is [quietly on offer with a price tag of \\$195 million](#). In Hillsboro, Fla., newly constructed 60,500-square-foot [Le Palais Royal on 4.5 acres has an asking price of \\$159 million](#).

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"The list price is an outlier for this market," noted Jonathan Miller, of Miller Samuel Inc., of the Playboy Mansion.