

Sotheby's Concierge Auctions Announces Pending Sale of a Sprawling Live-Work Compound in Piedmont, Italy in Just 47 Days

The luxury property set amongst the rolling Monferrato Hills is pending sale after a successful auction and just 47 days of global exposure.

NEW YORK, NEW YORK, UNITED STATES, July 5, 2022 / EINPresswire.com/ -- [Sotheby's Concierge Auctions](#) is pleased to announce the Italian live-work compound, [Castello di Solonghello](#), is pending sale in cooperation with listing agent Ilaria Demartini of Italy Sotheby's International Realty.



Originally listed for €3.4M million, Castello di Solonghello sold via auction on 21 June.

“

In just over 6 weeks, we were able to leverage our database of 800,000+ global contacts, along with Italy Sotheby's International Realty's deep database...to find a buyer who could see true potential.”

Ben Podesta, Sotheby's Concierge Auctions EMEA Business Developer.

The global exposure generated by Sotheby's Concierge Auctions in the 47 days prior to the sale resulted in over 31,700+ website/page views, 1,340+ prospects, and 5 bidders.

"The auction of this one-of-a-kind property proved to be a great success in why our platform works," stated Ben Podesta, Sotheby's Concierge Auctions EMEA Business Developer. "In just over six weeks, we were able to leverage our database of 800,000+ global contacts, along with Italy Sotheby's International Realty's deep database, to find a buyer who could see the true potential the property has to offer amongst all its facets."

The three-building residential and commercial compound is set above the Monferrato hills on 8-

plus hectares, with sweeping 360-degree views of the spectacular Piedmont landscape, complete with an updated castle, private villa and former luxury brand jewelry factory.

As part of Sotheby's Concierge Auctions' Key for Key® giving program in partnership with Giveback Homes, the closing will result in a new home built for a family in need.

Agents will be compensated according to the information listed on the property page. See Auction Terms and Conditions for full details. For more information, including property details, exclusive virtual tour, diligence documents, and more, visit casothebys.com or call +1.212.202.2940.

About Sotheby's Concierge Auctions
Sotheby's Concierge Auctions is the world's largest luxury real estate auction marketplace, with a state-of-the-art digital marketing, property preview, and bidding platform. The firm matches sellers of one-of-a-kind homes with some of the most capable property connoisseurs on the planet. Sellers gain unmatched reach, speed, and certainty. Buyers receive curated opportunities. Agents earn their commission in 30 days. In November 2021, the firm was acquired by Sotheby's, the world's premier destination for fine art and luxury goods, and Anywhere Real Estate INC (NYSE: HOUS), the largest full-service residential real estate services

company in the United States, holding a joint 80 percent ownership stake. Sotheby's Concierge Auctions continues to operate independently, partnering with real estate agents affiliated with



Elevated vantage in the Monferrato hills

many of the industry's leading brokerages to host luxury auctions for clients. Since Sotheby's Concierge Auctions' inception in 2008, it has generated billions of dollars in sales, broken world records for the highest-priced homes ever sold at auction and conducted auctions in 46 U.S. states and 32 countries. The firm owns one of the most comprehensive and intelligent databases of high-net-worth real estate buyers and sellers in the industry, and it has committed to build more than 300 homes through its Key

For Key® giving program in partnership with Giveback Homes™, which guarantees that for every property the company sells, a new home is funded for a family in need. For more information, visit casothebys.com.

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