

A borrowed Rolls Royce helped sell the most expensive home in Bay Point

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The listing agent parked a Rolls Royce and ordered a spectacular sunset for the marketing campaign of this Bay Point estate. (Randy Tanner/Living Proof Photography)

A change in marketing and some creative staging helped sell a Bay Hill mansion relatively quickly after it sat on the market for two years.

The 9,764-square-foot home on Bay Point Drive recently sold for \$6.475 million, a bit lower than its asking price of \$6.67 million.

“It’s the largest home in Bay Point and it’s the highest priced sale inside of Dr. Phillips up to today,” said listing agent Lafayette Britto with Nova Real Estate Services Inc.

Nobody has ever lived in the five-bedroom and eight-bathroom home that was completed in 2020 after about three years of construction.

According to public records, the seller was Maria Omana De Cuccurullo.

“It was actually built as a residence and then the property just got a little too big for the sellers,” Britto said. “They were building it to live in, so they picked every detail in the house. There was no expense spared.”

The sellers decided to keep living in their current home just down the street and put their dream home on the market in early 2020.

It didn't sell.

Enter Britto.

“I come from a marketing background so once I got the property, I started reaching out to my connections. I was able to get Lamborghini of Orlando to let us borrow a Rolls Royce for our marketing materials,” Britto explained.

He also hosted a brokers' open with cool cars from Ferrari of Central Florida and other high-end party amenities like musicians and catered food and beverages.

“We were trying to sell the lifestyle. With a house of this magnitude, you can't just put the house on the MLS and hope it sells.”

Within a few months of the new strategy, the sale closed.

“We had multiple offers on the table within the first week,” he said.

According to public records, the buyer is Gary Brian Pullen and Britto told GrowthSpotter Pullen plans to make the home his full-time residence.

The home has lots of glass and wood accents and has unique elements like wine cellar that wraps around the staircase and accordion doors that open to the lanai and infinity edge pool.

“Everything is super open and the house has a mix of contemporary and modern styles,” he said. “It's a bit contemporary on the outside, but on the inside it's got the modern touches which kind of gives that perfect little mix. Nowadays, you either get a house that's older style or you get a house it's super modern. This house has the perfect balance between the two,”

Each bedroom has a bathroom and a 700-square-foot guest apartment has its own entrance with a breezeway connection to the main house.

The home sits on almost $\frac{3}{4}$ of acre on Lake Tibet and has 170 feet of waterfront and new covered dock with a boat slip and two lifts for personal watercraft.

“My favorite thing about the house is the view. The sun sets right behind the home and every room has a view of the lake,” Britto said.

The buyers were represented by Karla Salvatierra with Valstar Realty.
