

# This \$4M home in Bay Hill proves architecture can be sexy

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August 29, 2025



Many Florida homes have shutters for protection. One Bay Hill home uses them as a design statement.

“The idea behind it is that when you close the shutters, it grays out the whole entire house, and it changes the whole identity of the home,” said listing agent Mark Anthony with [ROI Ave](#). “It’s a very light material, like aluminum, wood-grained [looking] material on the front of the house and the back of the house, and it’s really for artistic purposes.”

That design element of everything blending together is one thing that makes this house stand out.

“You have tons of windows and it’s very light. You can see from the front to the back, and it’s amazing, especially when all lit up at night and you’re driving by or walking through the home, it comes out super, super cool,” he said.

With all that light, why would someone want to close everything off?

“It’s really up to the person. Depending on the time the day and how the sun’s rays hit the house, if you have some of the shutters closed, it creates a little light design of the sun’s rays coming through. It changes the atmosphere and the mood of the whole entire home.”

Elements like this helped the house win first place in this year’s annual Parade of Homes Orlando contest in the Custom Home category.

“People are calling it the 50 Shades of Grey House Orlando, and it has nothing to do with a movie, by the way,” Anthony explained with a laugh.

But the house does have something in common with the movie: sex appeal.

“The idea with the house is pretty much how do you bring a concept of sexy into architecture and bring it into a home’s structure? I don’t think it’s ever been tried in the past,” Anthony said, adding that the textures are soft and there are many curves to things like countertops and mirrors while maintaining a bit of edginess.

“The inspiration from the designers was how to bring feminine sexiness into a home, and so the idea was for curvatures, textures, lighting and all that stuff to embody feminine curvature.”

The sexy, 3,987-square-foot home [is listed](#) for \$3,999,995, down \$200,000 from where it was listed about six months ago.

“It reflects the market. The developer said, ‘hey, let’s reduce the price a little bit to gain a little bit of traction on the home,’” Anthony explained.

But it’s still \$1,003 per square foot.

“They understand it’s a unique house and the price per square foot is a bit higher compared to other homes out there. The way they build their homes is a little bit different than most, but they wanted to be a tad bit more competitive.”

Everything is high quality, and the house sits on a large .42-acre lot, but it isn’t on the water or the golf course. Anthony said it’s still in a very desirable location.

“Bay Hill in Dr. Phillips, I call it like where you have old money and new money all blended together. Bay Hill is where they do the PGA golf tournament. It’s a very luxurious and prestigious neighborhood.”

ROI Ave. built the four-bedroom, four-bath house on spec and then entered it in the Parade of Homes. Anthony has been on the marketing and sales side of things since the beginning.

“The idea really was to kind of bring something different to Orlando, a little bit more internationally inspired type of house, something that’s different that you don’t really see in Orlando too often,” he told GrowthSpotter.

The design is one-of-a-kind and the buyer has to promise they will not try to replicate the house.

“Inside the house, I think my favorite part is probably the master bedroom [suite]. It overlooks the pool area. It has that Zen feeling, and who doesn’t like to have huge closets,” Anthony said.

That pool it looks out on is very long.

“The pool is all made out of marble,” he explained, adding usually pools have a decorative tile on the top but the sides and bottom are made of something else, but not this one. “[The builders] actually imported marble from Brazil and the whole entire pool is all made out of marble, and it’s about 100 feet long, and it spans the entire length of the house.”

He compared the whole house to a piece of art.

“I think [the perfect buyer] is somebody that is looking for something different, the type of buyer that is in tune with art, design, and fashion, per se,” he said. “They want something that is one-of-a-kind that is not cookie-cutter and kind of reflects their lifestyle and their status of life and something that no one really has out there.”