BUYER INTELLIGENCE REPORT 2026

Carolwood

250 N Carolwood Drive · Holmby Hills, Los Angeles · $46,995,000

QUANT49

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CHAPTER ONE

The Property & The Opportunity

THE GATED HERRINGBONE-BRICK DRIVE · NEARLY ONE FLAT ACRE IN HOLMBY HILLS

A 2013 new-build traditional on Walt Disney's old street, asking $46.995 million after one cut. The buyer pool for this house is smaller than for a modern one — but wealthier, faster, and starved for exactly this.

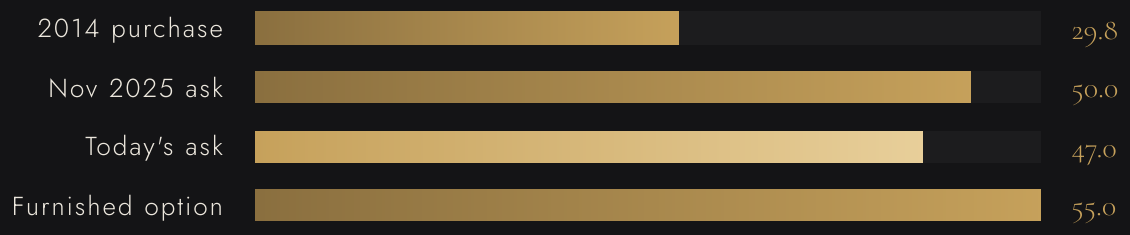
The house is rare on three counts. It is a new build (2013) in a market where "traditional" almost always means old. The interiors are by New York designer Markham Roberts and can be bought with the house for about $55 million. And it stands on Carolwood Drive — the street Walt Disney, Barbra Streisand, and Gregory Peck called home.

The market context: LA's ULA transfer tax (5.5% above $10.9 million) has cut $5M+ transactions by 30–50% (UCLA Lewis Center) and pushes some buyers toward exempt Beverly Hills. After eight months and one 6% cut, the ask is about $2,900 per square foot — below new modern trophies. The seller bought for $29.8 million in 2014.

Three buyer pools are active above $30 million on the Westside in 2026: entertainment wealth trading up, East Coast finance and tech money arriving, and international families adding an LA base. Most pay cash. What none of them can easily find is a finished, furnished traditional at this scale — the panel's July 2026 scan of active listings found no other.

One cut in, priced below its debut — with headroom in the furnishings

SALE AND ASKING PRICES, $ MILLIONS · 2014–2026



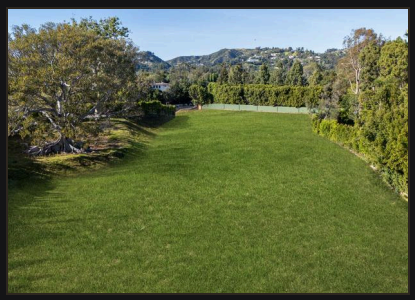
Source: MLS #25611933; LA County tax & assessment records via Coldwell Banker — as of July 6, 2026

The 2014 basis matters: the seller has room to negotiate and still roughly double his money. The furnished option matters more — at $30M+, buyers now pay premiums for zero time-to-livable, and almost no competitor can offer it.

CHAPTER TWO

The Competition

Three listings frame the choice a $47M buyer weighs: build new on this same street, buy the modern trophy in Bel Air, or cross into Beverly Hills and out of LA's transfer tax. None is a finished Holmby Hills traditional.



150 S Carolwood Dr · same street, Holmby Hills

$29,995,000 · vacant land · 2.25 flat acres · plans by Scott Mitchell & Mark Rios

The build alternative two blocks south: $30M before a foundation is poured, then years of construction — the strongest argument for buying finished.

1857 Bel Air Rd · Bel Air

$55,000,000 · 9 bd · 20,500 sq ft

The modern trophy one enclave over, $8M above this ask — and proof that nearly everything at this band is contemporary, not traditional.

826 Greenway Dr · Beverly Hills

$39,500,000 · 5 bd · 13,678 sq ft

The nearest product rival: an old-Hollywood traditional in Beverly Hills proper — outside Measure ULA, and $7.5M less. Smaller, and not Holmby Hills.

Checked live July 7, 2026 · Redfin price-sorted feeds: Beverly Hills, Bel Air, Holmby Hills · Nine other Westside asks sit between $45M and $55M

BUYER ONE

The Turnkey Transplant

East Coast money that wants an East Coast house — in California sunshine.

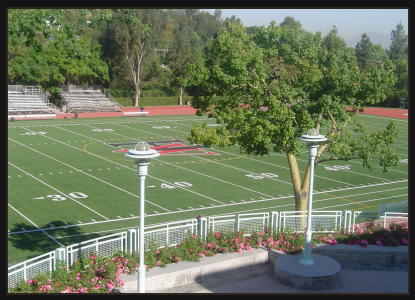
A finance or technology principal in their mid-40s, moving from New York or adding a Los Angeles base. This is their native architecture — white brick, paneled rooms, formal gardens — and it barely exists in LA's inventory of glass boxes. They pay cash, decide quickly, and have no house to sell first. The furnished option was effectively built for them: land in September, host by October.

WHO	Mid-40s to 50s · finance, funds, late-stage tech
WHERE	New York, Connecticut, San Francisco
BUYING POWER	All-cash · $200M+ net worth (panel estimate)
RARITY	Steady NY→LA wealth flow since 2020 (NAR data)

CONFIDENCE · HIGH

THE NEIGHBORHOOD, FOR THE TURNKEY TRANSPLANT

The move from New York works because the neighborhood already holds what a relocating family needs — the school, the park, and the weekend ritual.



Harvard-Westlake School

GRADES 7–12 · MIDDLE SCHOOL 3 MIN · UPPER SCHOOL 25 MIN

The middle-school campus sits inside Holmby Hills itself, on Faring Road three minutes from the gate; the upper school is over the hill in Studio City. One of the nation's most selective independent schools, effectively in the neighborhood.

Brentwood Country Mart

SINCE 1948 · 15-MINUTE DRIVE

The red board-and-batten market has run since 1948 — bookshop, toy store, food stalls around a courtyard — and reads like an East Coast general store. For a family arriving from New York, Saturday morning here feels like home.

Holmby Park

601 CLUB VIEW DR · A 10-MINUTE STROLL

The neighborhood's own park, deeded by the Janss family in the 1920s: lawn bowling since 1927, and an 18-hole par-3 course where children learn the game. Walkable from the front gate.

Distances via Google Maps; venues checked live July 20, 2026.

— The Marketing Strategy

- Brief the top relocation agents in New York and San Francisco broker networks directly.
- Place the story in WSJ Real Estate and Mansion Global — the outlets this buyer already reads.
- Time outreach to school-admission season: relocating families pick LA houses in winter for fall entry.
- Instagram: agent-account walkthrough Reels, 45–60 seconds, led by the furnished rooms.

— The Digital Media Plan

- Staging: none needed — the Markham Roberts furnishings are the product; photograph rooms as they are.
- Video: a five-minute YouTube film — "a New York house in Holmby Hills" — gates to library to guest house.
- Property page: lead with "move in furnished"; add floor plans and a private-school map.

— The Living Dossier

- Speak plainly and move fast — this buyer decides quickly and reads over-selling as a warning sign.
- Have the furnished-convey list ready; "what stays at $55M" is their first real question.
- Know Harvard-Westlake's enrollment timeline and rush-hour commute times to Century City — both come up early.
- Lead with how the house lives day to day — a family's new home, not an investment.

BUYER TWO

The Establishment Mogul

The address is the point — Carolwood is where legacy Los Angeles lives.

Entertainment or media wealth in their late 50s or 60s — a producer, executive, or catalog owner consolidating into one legacy address. They know exactly what N Carolwood means — Disney, Streisand, and Gregory Peck all lived on this street. They are LA's largest buyer pool above $30 million, but the slowest to move: they negotiate hard and often need to sell another house first.

WHO	55–70 · entertainment, media, music catalogs
WHERE	Already Westside — Bel Air, BHPO, Brentwood
BUYING POWER	Cash, or credit lines against holdings
RARITY	The largest local pool at this price (brokerage reports)

CONFIDENCE · HIGH

The institutions of the industry — and of the street itself — are minutes from the motor court.

The Beverly Hills Hotel

OPENED 1912 · 5 MINUTES ALONG SUNSET

The Polo Lounge — Hollywood's breakfast room for over a century — is five minutes east along Sunset. The industry meets here; from this address it is the neighborhood restaurant.

Hillcrest Country Club

FOUNDED 1920 · 12-MINUTE DRIVE

Founded in 1920 by Hollywood's founding generation when the city's other clubs excluded them; still among Los Angeles's most exclusive memberships. The club this buyer's circle already belongs to.

Holmby Park

601 CLUB VIEW DR · A 10-MINUTE STROLL

The street's own green for a century: deeded by the Janss family in the 1920s, lawn bowling since 1927, and a par-3 course named for a Holmby Hills neighbor — Armand Hammer.

Distances via Google Maps; venues checked live July 20, 2026.

— The Marketing Strategy

- Broker-to-broker first: brief Carolwood Estates' network, then host one seated agent dinner in the dining room.
- Give the street's Hollywood story — Disney, Streisand, Peck — to Dirt and the LA Times; press brings this buyer to the door.
- Instagram: a provenance post and agent Reels — this buyer's circle shares real-estate news daily.
- Route private showings up Sunset past the Beverly Hills Hotel — the approach is part of the sale.

— The Digital Media Plan

- Staging: keep the navy library and formal rooms exactly as designed — they are proof of taste.
- Video: a story-led film — the street's Hollywood history, the 2013 build, the Roberts interiors — 90 seconds for Instagram, six minutes for YouTube.
- Property page: a short street-history timeline above the gallery; end on the furnished option.

— The Living Dossier

- They know the street's history already — be ready to add detail they haven't heard.
- Expect hard negotiating and a contingent sale — discreetly ask if another house must close first.
- Know how the Rutherford House and other legacy comps compare — this buyer will have seen them.
- Guard privacy: private showings only, and keep the buyer's name out of any press coverage.

BUYER THREE

The Global Principal

A private, finished flagship for a family that arrives twice a year — and expects it ready.

An international family principal — Middle East, East Asia, or Latin America — buying a Los Angeles flagship through an LLC or trust. They value what this house was built to do: gates, a guest house for staff or relatives, and rooms that entertain forty. They usually buy furnished by default and negotiate the least — but they surface unpredictably, and their diligence runs long.

WHO	45–65 · family principals, global business owners
WHERE	Dubai, Riyadh, Hong Kong, Singapore, Mexico City
BUYING POWER	All-cash through an LLC or trust
RARITY	10–15% of LA's $10M+ closings (agent-reported)

CONFIDENCE · MEDIUM

The questions a family office asks first — arrival, medicine, retail — are answered within minutes of the gate.

Van Nuys Airport

PRIVATE AVIATION · 25-MINUTE DRIVE

Among the busiest private-aviation airports in the world, with four FBOs and U.S. Customs on the field — international arrivals land, clear, and reach the house without touching a terminal.

Ronald Reagan UCLA Medical Center

757 WESTWOOD PLAZA · 7-MINUTE DRIVE

Ranked the #1 hospital in California by U.S. News (2025–26) and on its national Honor Roll for a 36th consecutive year. The diligence item every international family checks first, seven minutes away.

Rodeo Drive

GOLDEN TRIANGLE · 10-MINUTE DRIVE

Rodeo Drive ranks with Fifth Avenue and Bond Street among the world's luxury retail districts — three palm-lined blocks, ten minutes away, with a new Metro station opening in 2026.

Distances via Google Maps; venues checked live July 20, 2026.

— The Marketing Strategy

- Distribute a print-quality PDF book through family offices and private banks — not listing portals.
- Brief the international desks: Knight Frank, Sotheby's, and Christie's global networks.
- Time outreach to LA's global moments: Frieze week, awards season, and 2028 Olympics planning.
- Build a WhatsApp-ready kit: vertical video plus a short PDF that forwards cleanly.

— The Digital Media Plan

- Staging: none — furnished is the product; add a one-page staff-quarters and security summary.
- Video: a three-minute cinematic film, drone arrival through the gates; subtitled, no voiceover.
- Property page: privacy-first — plans and specs behind a request wall; metric units alongside imperial; state the Van Nuys aviation and UCLA Medical distances plainly.

— The Living Dossier

- Diligence often runs through a family office, not the principal — confirm early who signs.
- Have staff-quarters capacity, security-system specs, and the Van Nuys flight-time figure ready in the first call.
- Confirm the family's preferred contact channel and time zone; have a translator on call.
- Coordinate showings around short LA visits — this buyer may see the house only once before offering.

CHAPTER SIX

The Recommendation

Sell the certainty: the only finished, furnished, new-build traditional in today's Holmby Hills inventory. Chase the Turnkey Transplant first, keep the Mogul's broker network warm, and hold a furnished packet ready for the Global Principal.

The ranking is about speed. The Transplant decides in weeks, pays cash, and has no LA house to sell — and the $55 million furnished option was effectively built for them. The Mogul is the biggest pool but the slowest close. The Global Principal writes the cleanest check but cannot be scheduled.

First moves: give the Carolwood-street and Markham Roberts story to one national outlet; brief New York and San Francisco broker networks the same week; film the two-format tour before fall. Address ULA head-on in every conversation — about $2.6 million here — and use the 2014 basis to hold the line on price.

— Days 1–14 · Tell the story once, loudly

- Give the Carolwood-street and Markham Roberts story to one national outlet as an exclusive — WSJ Real Estate or Mansion Global.
- Film both cuts the same week: the 90-second Instagram tour and the five-minute YouTube film.

— Days 1–30 · Brief every network that matters

- Carolwood Estates broker-to-broker push, plus the seated dinner for eight top Westside agents.
- Direct briefings to relocation-heavy New York and San Francisco agents; furnished packet to the international desks.

— Days 30–90 · Follow the arrivals calendar

- School-admission-season outreach to relocating families; Frieze week and family-office channels for global buyers.
- Track where inquiries come from every week; move budget to what converts.

— Day 90 · The decision point

- Credible offer in play: negotiate — the seller's 2014 basis of $29.8 million leaves room a buyer can feel.
- No offer: one decisive move into the low $40s (panel estimate) — a second small cut teaches buyers to wait.
- Waiting is not free: taxes alone run $433K a year, and the ~$2.6M ULA question stays in every negotiation.

SOURCES & METHOD

This report was built by a panel of seven specialists — market economics, wealth demographics, architecture, marketing strategy, digital media, local market knowledge, and a designated skeptic — joined by a historian for Carolwood Drive's Hollywood history, debating the research to consensus. Every number is drawn from the sources below or explicitly labeled a panel estimate. The full research dossier is available on request.

PROPERTY & LISTING RECORDS

MLS #25611933 · Carolwood Estates	listing details, pricing, the furnished option, photography
Redfin price-sorted feeds	The Competition chapter — Beverly Hills, Bel Air, Holmby Hills, checked live July 7, 2026
LA County tax & assessment records (via Coldwell Banker)	2014 sale ($29.8M), 2025 tax ($433,629), assessments

MARKET DATA

City of LA Finance Dept · UCLA Lewis Center	Measure ULA rates and the $5M+ sales-volume decline
Compass & Douglas Elliman reports, 2025	Westside $20M+ inventory, days on market, cash share

WEALTH & DEMOGRAPHICS

NAR migration & international reports	NY→LA wealth flows, foreign-buyer share of closings

PRESS & ARCHIVES

Hollywood Reporter, Forbes & Wikipedia	Carolwood Drive's residents — Disney (No. 355), Streisand (301), Peck (375)
Markham Roberts Inc.	interior-design attribution and portfolio confirmation
hw.com · brentwoodcountrymart.com · dorchestercollection.com · hcc-la.com · lawa.org · UCLA Health / U.S. News	neighborhood highlights — verified live July 20, 2026; photography via Wikimedia Commons (credits in dossier)