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Robot Butlers, Botox Stations And Instantly Changing Paint: The Life Of A Luxury Homebuyer



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I cover mortgage, housing and real estate.

Money can buy some pretty crazy real estate features.

According to leading agents, developers and others in the luxury real estate space, today's high-end homebuyers are requesting some seriously lavish (and out there) amenities. And they aren't shy about it either.

Take the recent clients of Matt Dolan, a real estate broker in Massachusetts. One requested a private deck for nude sunbathing. Another couple wanted a pole dancing set-up in the master suite.

Other luxe properties are boasting dog spas, Botox stations, oxygen chamber pods, air-controlled purse closets and even instantly changing paint.

Rochelle Maize, executive director of the luxury estate division at Nourmand & Associates, explains, "Being able to completely manage your home from your phone has become mandatory. We're starting to see smart homes where you can change the color of your paint with the touch of a button or homes set up for farm-to-table meals and more. Also making the list of the most requested high-tech amenities are golf simulators, virtual meditation and homes tapped with alkaline water."

A look at the luxe residential development YOTELPAD Miami speaks to this demand for high-tech homes. The property's residents enjoy full-time robot butlers—tech-enabled helpers that can bring food and drinks, speak different languages, play music or even just engage in conversation. They also self-navigate and can carry up to 77 pounds each.



This robot butler is just one of the high-tech amenities today's luxury homebuyers are enjoying. COURTESY OF YOTELPAD MIAMI

In addition to fancy features and smart home tech, Maize said luxe buyers are also focusing on health and wellness—even for their pets.



“The wellness platforms are designed to help enhance energy, sleep and overall well-being, and reduce indoor contaminants that negatively affect respiratory, cardiovascular and immune systems,” she said.

New luxury developments like 2000 Ocean and Panorama Tower prove as much. At 2000 Ocean, the still-in-the-works Miami property will offer residents a Hammam steam spa (similar to a Turkish bath), as well as a state-of-the-art wellness center, massage therapy rooms, a tranquility garden, an ice room and a freestanding spa pavilion. Panorama Tower, another Florida high-rise development, boasts a “muse” room, a spa and an indoor golf simulator.



The 2000 Ocean luxury high-rise development features a Hammam spa, tranquility garden and spa pavilion. COURTESY OF KAR PROPERTIES

Not all lavish amenities are for better health or added convenience, though. For many in the luxury space, it’s all about exclusivity.

Take the recent property broker Martin Eiden's clients looked at, for example. The New York property’s developer purchased an entire mountain just to ensure its features were unique.

“The powder room had every surface—floor, walls, ceiling—covered in a special stone,” Eiden said. “It immediately cleared your head of any fogginess and create a serene environment.”

Now, thanks to the deep-pocketed purchase, “no one else will ever have it,” Eiden said.