

CASE STUDY

From Stalled to Sold: Xome's Proven Solution for Selling Luxury Real Estate at Auction

Selling online luxury real estate auctions in the current market requires more than just a listing. It demands strategy, creativity, and persistence. High mortgage rates, fewer active buyers, and economic uncertainty have made high-end properties harder to move. This Napa Valley estate was no different. After sitting unsold for over a decade, it was clear the home needed a new approach to finally reach the right buyer.



The Challenge: Unsold Luxury Property in Distress

Over the course of 13 years, the subject was going through the loss mitigation process and in and out of litigation with the former borrower, eventually being referred to Xome® in March 2023. During its time on the market, the 11+ acre estate with vineyard went through 25 auction runs with multiple buyers submitting offers, only to withdraw when discovering the extent of repairs needed and the litigious occupant. In addition, insurance had skyrocketed due to the Glass Fire that swept through much of Napa just four years prior. By the time Xome became involved, the properties on the estate and the vineyard itself were in a serious state of disrepair, required eviction and had other headwinds that indicated a custom approach was required.

Our Auction Strategy for Distressed Luxury Homes

The hurdles were extensive: structural damage from earthquakes and fallen trees, a vineyard in decline, and several buildings deemed unsafe. Code violations were accumulating, and the estimated cost of repairs had exceeded \$1 million. We listed the property as-is, with no interior access and occupied status, providing full transparency to potential buyers.

Executing a Targeted Marketing Strategy for High-End Fixer Uppers

We knew this required a smarter strategy. So we did what we do best: we marketed the home on our auction platform, sent targeted emails to our investor network, and even placed an ad in the Luxury Real Estate section of the Wall Street Journal. We used drone footage to highlight the 11+ acres and partnered with E-Furnished to make the photos shine.

Results: \$3.9M Sale After 13 Years on the Market

That extra effort paid off. The property sold for \$3.9 million. That was nearly 98 percent of the agent's valuation. After years of setbacks, the seller finally had closure, and the buyer walked away with a rare Napa opportunity.

Days on Market:
319 Days

Auction Runs: **25**

Ending List Price:
\$4,600,000

Total Estimated Repairs:
\$1,090,000

Sale Price:
\$3,900,000

Why Real Estate Agents & Brokers Choose Xome for Luxury Actions

If you're looking for luxury homes for sale at auction, investment properties with potential, or high-end fixer uppers, we've got your back. This isn't just about selling homes. It's about finding the right buyer, no matter the challenge. And that's exactly what we do every day.



Discover More Luxury Real Estate Auction with Xome

Curious what else is out there? Our Xome Concierge® team is here to help you discover luxury real estate auctions, connect with smart deals, and bid with confidence.

Check out what's available now at [Xome.com](https://xome.com).