



Culture

This Luxury Home Developer is Designing 'Marijuana Mansions' for Elite Cannabis Consumers

Calvin Hughes
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When you think of high end real estate in some of [California's](#) most expensive and luxurious neighborhoods, you probably picture sprawling homes that come with infinity pools, tennis courts, and 12-car garages. But what about a cannabis lounge? That might sound like something that only a diehard pothead would want, but some lux-home developers are banking on cannabis lounges becoming a big draw for customers.

The Los Angeles developer Ray Nosrati is currently constructing what he calls a 'Marijuana Mansion.' This multi-million dollar Bel Air home will come with its own fully kitted-out hydroponic cannabis cultivation room and a [smoking lounge](#)—all hidden neatly out of sight behind a secret bookcase entrance (almost like Bruce Wayne's Batcave).

While the luxury housing industry hasn't followed Nosrati's lead just yet, he's confident these kinds of features will become big draws in the near future.

"The legalization of cannabis allows me to add more amenities to our homes," Nosrati told [Forbes](#). "Luxury buyers want options and extras that enhance their lifestyle and have positive impact on the way they entertain and live."

The building may still be in the developmental stages, but Nostari said he's already received interest in it from some elite clients.

"Several Fortune 500 executives, professional athletes and celebrities here in California have reached out," Nosrati said. "We've also received multiple calls from business managers for the rich and famous, with out-of-state and international clients, who are expressing interest."

Bespoke cannabis lounges won't be showing up in every new luxury home, but that isn't the only way that sellers of high-end real estate are trying to leverage marijuana's growing popularity among California's wealthiest residents.

Realtor Ben Quibrera recently hosted what has been billed as the "first cannabis open house" to help draw potential buyers to one of his properties—a \$3.5 million dollar mansion dubbed 'The Greenleaf House' in Sherman Oaks. The open house featured a number of cannabis-infused foods and drinks. Guests were also treated to massages using CBD oil—the [very trendy](#) (and non-intoxicating) cannabis derivative that is making its way into all kinds of wellness and beauty products.

As an act of viral marketing, the cannabis-themed open house was a huge success, according to Quibrera.

"We generated such [social media] buzz that night—tons of calls, emails and requests to show the property over the weekend, followed by an offer Monday morning," said Quibrera.

So if you're in the market for an ultra high-end home in the Golden State, finding one with the smoking room of your dreams may have just gotten a little easier.