



Villa Charlotte in Mauritius is the newest addition to the Richstone Collection's high-end residential rentals.
Courtesy of Richstone Collection

‘Ultra luxury’ home rentals: Like Airbnb, but for rich people

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From the marinas of Monaco to the slopes of Aspen, it's no secret where the wealthy like to go on holiday.

But where they stay is more of a mystery. Rental homes offer space and privacy, while luxury hotels come with “as you wish” service staff willing to bend over backward to keep wealthy clientele happy.

With “ultra luxury” villas, affluent travelers can have both. The houses, which represent the pinnacle of the luxury real estate rental market, come with palatial grounds, private chefs and nightly rates that equal many people's monthly mortgage payments.

Historical homes

After a near decade-long \$40 million dollar restoration in 2019, London's stately Templeton House is now accepting nightly guests. The 240-year-old Georgian mansion and former home of Winston Churchill has eight bedrooms, a spa and a 25-meter (82-feet) swimming pool.



Templeton House is located in the London borough of Richmond upon Thames.

Courtesy of Richstone Collection

In 2010, the home was purchased by David and Laura Rich-Jones, the husband and wife team behind Richstone Properties, a London-based real estate development company that moved into the luxury residential rental market with the launch of La Bergerie in southern France.

Thus began the Richstone Collection, an “ultra-exclusive portfolio of fully staffed properties,” said CEO David Rich-Jones.

Unlike many hotel and home rentals, instant bookings are not available. Rich-Jones said guests, who come mostly from “highly professional business backgrounds,” are evaluated before they can book.



The drawing room in the Templeton House includes a portrait of Lady Templeton, the home's original inhabitant.

“We always vet our guests — most importantly to ensure that the travel and provenance of funds are legal,” said Rich-Jones. “It is also important for us that these properties, which are all privately-owned homes by us, are respected.”

Exclusivity and privacy are two of the main reasons guests book these homes.

“With a Richstone Collection property, you will enjoy all the benefits of a top hotel, but within a very private setting,” said Director Laura Rich-Jones. “You don’t have to share your pool or your dining room with strangers, for example.”

“Only a few select guests can stay each year,” she said. “And most bookings are by word-of-mouth.”



La Bergerie is an eight-bedroom villa with a professional kitchen, cinema, guesthouse and nearby helipad in Provence, France.

Courtesy of Richstone Collection

Each house comes with a chef, sous chef, hosting staff and a team of housekeepers. Services such as babysitting and yoga can be arranged. The company organizes activities, such as mountain climbing, gliding and race car driving, which have all been requested by previous guests.

Nightly rates from:

- Templeton House: £15,000 (\$18,217)
- La Bergerie: €4,850 (\$5,890)
- Villa Charlotte: €4,357 (\$5,290)

<https://www.cnbc.com/2020/12/07/ultra-luxury-home-rentals-like-airbnb-but-for-rich-people.html>