



“Lifestyle Winery Buyers Rebounding?”, Wines & Vines

As we are approaching the harvest of 2013 it is very clear that wine country is experiencing more than the annual flurry of harvest activities. Recent headlines in the media have documented the renewed interest in wine country real estate from lifestyle buyers and continued interest from industry players. Market activity is brisk and there is not enough quality inventory. Numerous high profile winery, vineyard and estate sales have taken place. If you are thinking of selling, now



“Napa ag lands remain most expensive in U.S.”, Napa Valley Register

is a great time. Having made it through the "Great Recession" and watching grape prices rise dramatically, vineyard values rebound and real estate prices increase shows our "True Grit", as a community and a region. With the most valuable agricultural land in the United States being located in the Napa Valley and having Sonoma County grape values jump 60% in a year, we have a great deal to be thankful for.

Looking ahead, the trend points toward extended strong demand as we continue to see fundamental improvements in the overall economy. Closer to home we will encounter an ongoing and longer term grape shortage that will bolster grape prices, and more interest

“Sonoma County grape value jumps 60% in year”, Press Democrat

Sold! Healdsburg Vineyard / Building Site

8.4 Acre Building Site And Vineyard Just Minutes From The Healdsburg Plaza – Asking \$930,000

A few words from the Seller:

"As a 30 year plus commercial real estate professional it was a pleasure to do business with David Ashcraft as our agent during the sale of one of our vineyard properties. I found David to be professional, knowledgeable, proactive, responsive and easy to work with. Along with an effective marketing strategy, David was able to maneuver through an extremely complex diligence, encumbrance and title scenario. He was able to communicate effectively with all parties, and bring our transaction to a successful close. David would definitely make your disposition process clean and smooth no matter the number or complexity of the challenges."

Vince Schwab

Senior VP, Marcus Millichap, San Francisco



Healdsburg - Gallery, Winery Permit, Vineyard

5.8 Acres, 5k Case Winery Permit, Art Gallery, Remodeled Farm House, 2 Acres of Premium Vineyard, Swimming Pool, Mature Oak Trees, Manicured Grounds

Asking \$3,250,000



(Continued)

Vineyard / Site Values

County	Land Use	Value Range / Acre
Napa	Modern Vineyard	\$50,000 - \$300,000
	Plantable Land	\$25,000 - \$165,000
	Home Site	\$0 - \$5,000,000
Sonoma	Modern Vineyard	\$60,000 - \$125,000
	Plantable Land	\$35,000 - \$80,000
	Home Site	\$0 - \$3,100,000

** Values vary from appellation, location, quality, age, varietal, soils, setting, types of improvements etc...*

from lifestyle buyers that want to enjoy our beautiful and bountiful region. Our Bay Area economic engines based around technology, bio tech and San Francisco's financial center are humming along bringing with them more local buyers than we have seen in years. There is continued interest from abroad as well. By now, everyone is familiar with the influx of Chinese curiosity around wine country. The strong interest from lifestyle buyers and commercial players alike should continue to bolster vineyard values, grape prices and real estate in general as a desirable asset.

Honing in on vineyard values, the same old rule applies: location, location, location. In Napa County the highest vineyard values are going to be found in the ultra premium areas like Rutherford, Oakville, Saint Helena and the mountain regions like Howell Mountain and Diamond Mountain. Mid range values will be found in areas like Calistoga, Carneros and Oak Knoll. While the most economical areas to enter the Napa County vineyard market continue to be Pope Valley and and Wooden Valley. In Sonoma County, premium prices are found in areas like the Sonoma Coast, Russian River, Alexander Valley, and Knights Valley Appellations. Areas like Dry Creek Valley, Bennett Valley, Sonoma Valley and Sonoma Mountain will have a range of values from the mid tier and up. Keep in mind there are numerous factors that roll up into the final analysis: soils, micro-climate, quality, age, production, health, contracts, water, viability etc... All of these factors and more come into play when determining the value of a vineyard / property.

With 15 years of experience specializing in wine country real estate helping buyers and sellers meet their goals, with a distinct focus on vineyards, land, estates, and wineries, I have had the pleasure of working with many great clients. There are a number of participants that bring a successful transaction to close including the property owner, the buyer along with others such as vineyard managers, viticulturists, well, water, and soil specialists,

Sold! Napa Vineyard Estate Asking \$4,100,000

Classic Napa Valley Knoll Top Vineyard Estate

A few words from the Seller:

"I have dealt twice with David Ashcraft, the first time was in 2002 while buying a vineyard estate and the 2nd time was 2012 while selling a vineyard estate. David was the realtor to be with, and got the job done in a short time.

Why David

1. His professionalism with the knowledge of properties and locations in the wine country.
2. His communication skills that keep you informed each step of the way.
3. His ability to negotiate on your behalf while keeping the overall goal in sight.

Without a doubt David would be my choice of a Realtor in the wine country."

Joe V, Former Napa Valley Vineyard Estate Owner

Kelseyville, Lake County

Income Producing Vineyard & Plantable Land

71+/- Acres, 31 Acres of Income Producing Sauvignon Blanc, 38 Acres Cross Ripped & Plantable

Asking \$1,275,000





Elegance In The Hills Above Sebastopol

Privacy & Views, Custom Home, Guest House & Swimming Pool On 2+ Acres In The Green Valley Appellation

End of lane privacy, 3,400 sqft custom home, 4 bedrooms, 3.5 baths, 2 offices/ dens, gourmet kitchen, four car garage, heated swimming pool, mature landscaping, fruit trees and guest house. Close to town but very much in the country. Wonderful. Asking \$1,950,000

surveyors, architects, designers, contractors, wineries, wine makers, escrow officers, attorneys, accountants, etc... they all play a role in bringing a transaction to a successful close. I consider any and all of these professionals part of my team when working through a transaction. What I bring to the table is intimate knowledge of the various aspects of wine country real estate and a specialized focus on the marketing, negotiating, and managing a deal from start to finish. I thought it would be best to hear feedback from a few of my clients. Their experience expresses it much better than I can. I hope that we are able to meet soon.

Current Clients Looking For: Vineyards (small and large) with and without building sites. Vineyard estates (small and large), wine country estates with beautiful settings and improvements or ability to improve. Plantable land, and wineries of all sizes, permits and and production. **Call or Email Today!**



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What They're Saying

"We highly recommend the use of David Ashcraft as he was extremely swift on the uptake, communicated clearly, asked the right questions and put together a marketing package that presented the property in a comprehensive and positive manner. During the closing period David was extremely diligent, guiding things toward what ended up being a very successful sale."

Peter S & Ann M, Healdsburg

"I would unconditionally recommend David Ashcraft to sell vineyard property in Sonoma County. He was knowledgeable, efficient, and easy to work with. He was able to sell my property at a reasonable price in a short period of time. It was a very positive experience for me."

QB, Healdsburg

"It was a pleasure to work with David to find Retrospect Vineyards in the heart of Russian River Valley. We saw a number of attractive properties in both Sonoma and Napa. Due to David's deep connections, he helped us in countless ways to establish ourselves as growers which shows that David goes beyond "the deal" which is something special."

Mark S - Russian River Appellation

"When we first started looking at purchasing a home we talked to many agents. When we met David he immediately inspired confidence and trust. He understands the landscape and quickly helped us narrow our search (and purchase.) He always listened, gave sound advice, and he is to this day a trusted resource and now a friend."

Benjamin and Tara S - Sebastopol

West Sonoma County



Forestville Vineyard & View Building Site

20.68 Acres with 3+ acres of premium Pinot Noir and Chardonnay vineyard and a spectacular view estate building site.

Asking \$1,495,000

Mayacamas Mountains



Between Napa & Sonoma / Income Producing

23+ Acres with 5 acres of premium vineyard land and equestrian potential, two cottages and vacation rental income.

Asking \$1,250,000