



Courtesy Realty Marketing Northwest

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High-dollar real estate up for bid

- Ranch at the Canyons near Smith Rock highlights several properties up for auction

By Elon Glucklich / The Bulletin

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More information

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A majority stake in a Central Oregon property nestled at the foot of Smith Rock State Park could sell by the end of the year.

Twenty-nine homesites at Ranch at the Canyons, a 1,700-acre luxury ranch site that also borders the Crooked River, will be auctioned off by Realty Marketing Northwest, an Oregon and Washington-based real estate marketing and brokerage company.

Interested buyers can submit bids on the property, priced at about \$2.3 million, through Nov. 14 at 5 p.m.

The ranch is one of the more high-priced properties out of 152 to be sold by Realty Marketing Northwest at auctions on Nov. 10, 14 and 29, said John Rosenthal, the company's president.

The lots will be sold in a sealed-bid auction, meaning bids will be submitted confidentially and reviewed after the deadline.

"We've got sophisticated investors from a number of Western states interested," Rosenthal said, adding that 20 groups have requested information about the property since it first went on the auction block in August.

The \$2.3 million starting price has been reduced from an earlier \$4.8 million.

Whoever wins the bid will receive title to the 29 undeveloped home lots and a controlling interest in the operations at the ranch, including access to the 7,000-square-foot Old Winery Clubhouse and the Tuscan Stables for horse riding.

"The Old Winery Clubhouse and Tuscan Stables are all part of the Ranch at the Canyons homeowners association, so if you buy the lots you become part of the association," Rosenthal said.

In addition to the lots, a majority owner would also have a say over operations at the ranch's farming and vineyard operations.

Kerry Damon, ranch manager, is responsible for day-to-day operations, running a seasonal staff of about 10 workers who oversee the vineyard and other operations.

Damon said he doesn't expect many changes under new ownership. The 29 lots are being sold by Portland-based property investment firm Pacific Realty Associates, selling under the name Canyons Land and Cattle Company, LLC. Pacific Realty Associates bought into the property in late 2004, Deschutes County property records show.

The ranch and vineyard operations are going strong, Damon said, and any large-scale changes just wouldn't make sense.

"Anything that does happen in the auctioning off of the ranch certainly will have some effect on us," Damon said. "But to what degree has yet to be seen. That depends on what individual or group end up with the controlling interest."

But the ranch is in need of a renewed marketing effort, to boost its visibility in Central Oregon and across the state, Damon said.

"There may be a need for a little different branding and sales strategy. That would be beneficial," he said.

Ranch at the Canyons isn't the only Central Oregon property up for auction by Realty Marketing Northwest, though it is certainly the flashiest.

Other Central Oregon properties set for auction include two residential parcels in Redmond, 39 acres of farmland southeast of Redmond Airport, 33 acres of rangeland adjacent to U.S. Highway 26 south of Madras and two adjacent parcels of exclusive farm-use land just south of Prineville Reservoir.

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