

Press Release



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Vanguard Properties Continues Growth & Announces New Presence with Sleek Downtown Santa Rosa Office

Boutique Brokerage is Setting New Heights of What a Real Estate Office Can and Should Be

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Always at the forefront, Vanguard Properties has opened a new Real Estate office at 900 College Avenue in downtown Santa Rosa. Known for its distinctive style and unmatched marketing, the new location will join Vanguard Properties' other Sonoma County offices in Sebastopol, Healdsburg and Guerneville.

The sleek interior reflects the boutique brokerage's fresh and innovative approach to Real Estate that is setting new standards for how homes are bought and sold in Northern California.

Conceived by Vanguard's Creative Director, Mitch Laufer, the space is a blend of sweeping lines and symmetry that evokes the 60's and 70's. Curved alcoves, a grand stairway, circular skylights and walls of glass define the interior. Filled with natural light, the two levels incorporate bright colors, bold lines, and iconic furnishings reminiscent of the building's 70's style, while integrating the latest technologies.

"The building was designed in the 1970's, so we gave a heavy nod to the colorful and artistic era while creating an energized and welcoming space for our agents and clients," said Laufer. "We are changing the 'look' of what's expected in Real Estate. Our extremely agent-focused

offices promote collaboration and our in-house marketing is unparalleled with our competition.”

The centerpiece staircase features lacquered banisters and chrome rails. Arne Jacobsen Egg chairs set beneath Arc Lamps by Achille Castiglioni, Eero Aarnio Ball chairs, and sofas inspired by Milo Baughman provide unique seating for intimate conversations. Saarinen marble tables, Sputnik lighting and Herman Miller chairs highlight multiple conference rooms. The jumbo lobby monitor features a professionally produced video that tells a story of “living the good life” in Santa Rosa.

Vanguard’s Santa Rosa office will be headed by two of Sonoma County’s most accomplished and respected Real Estate leaders, Timothy Hedges and John Styles.

Mr. Hedges will serve as Managing Broker. He has successfully managed offices in Sonoma County for nearly a decade, with a reputation for building work environments that are rich in culture and productivity. In 2014 he was President of the North Bay Association of REALTORS®. He has also served as Director of the California Association of REALTORS®, President of the Sebastopol Chapter of REALTORS®, and was Board Member of the Sebastopol Chamber of Commerce.

“We are committed to building a diverse and dynamic sales team here in Santa Rosa,” said Hedges. “Our agents offer a different Real Estate experience for their clients, and a standard of care that exceeds all others in our marketplace.”

The office opens with 25 seasoned Santa Rosa Real Estate professionals, and Hedges plans to expand to 75 within the next 12 months.

Mr. Styles will serve as Sales Manager. A longtime veteran in Sonoma County Real Estate, he has received numerous sales awards in his 40-year career. He is actively involved in local schools and community athletics, volunteering as a coach for the Sonoma County Women's Soccer League and serving as Vice President and Treasurer for the TaraSun Animal Rescue Retreat.

According to Styles, “In my 40-plus years of Real Estate sales and management, Vanguard Properties tops the list for agents, buyers and sellers. At Vanguard, everyone is important!”

Established in 1996, Vanguard Properties also has offices in Marin, Palm Springs, and four locations in San Francisco, including its flagship office at 2501 Mission Street.

More information is available at <http://www.vanguardproperties.com>.

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