



BROKERAGE

INDUSTRY NEWS

One week later, California is still on fire

Real estate community assesses the long road to recovery

BY [GILL SOUTH](#) ★

OCT 16

Key Takeaways

- Northern California agents roll up their sleeves and do anything they can to help their community, which may or may not have to do with real estate.

Future-Proof: Navigate Threats, Seize Opportunities at ICNY 2018 | Jan 22-26 at the Marriott Marquis, Times Square, New York

[RESERVE NOW](#)

It's been just over a week since thousands of Northern California residents [frantically left their homes](#) in the early hours of the morning as fires raged into wine country's highly populated areas.

More than [100,000 people have evacuated](#), while the death toll has risen to 41. The [relentless fires](#) have caused estimated \$3 billion worth of property damage, destroying at least 5,700 structures and blackening 200,000 acres. Around [14 wildfires still burn](#) across the state, though firefighters say they have "[turned a corner](#)."

The numbers are staggering enough to paralyze you, but local real estate agents were anything but sedentary as they got right to work [giving clients the support they need](#) — both practical and emotional.

"I will be reaching out to people struggling and make sure they feel the love and support, to be that expert for them," said David Samson of Heritage Sotheby's International Realty in Napa. "If I need to drive up to a home and meet somebody there, that's what I'll do; that's where we separate ourselves from the rest."

In Napa county, where an estimated 400 to 500 homes were lost to the fires, Samson, who was formerly a school principal, has been inspecting properties on behalf of homeowners living in other parts of the country.



listing was due to close tomorrow and just yesterday burned down.

“The buyers are so upset, everybody is upset,” he said.

The immediate inventory hit means an already-costly downtown Napa property market is now even more valuable. Samson expects two of his listings in the area — which were already expensive — to sell fast to families who lost their homes, though he also anticipates the area’s land value will go down.

Because the majority of homes destroyed in Napa were on the highest end of the market — built high up with beautiful views — they are likely to be rebuilt, Samson believes, with the support of the city and county of Napa.

Nicole Solari of Solari Group is also getting a lot of questions around pricing in her Napa market. “People whose homes did not burn down really want to know what that does for their home price,” she said. Many are pondering whether they should put their home on the market or wait to sell.

In Sonoma County’s Santa Rosa, which was hit hardest by the fires with over 3,000 homes lost in the two large housing subdivisions of Fountaingrove and Coffey Park, agents are working to find rentals for the suddenly homeless. According to [press reports](#), Santa Rosa has lost around 5 percent of its housing stock.

Denise Chaparteguy, a veteran agent with Terra Firma Global Properties in Santa Rosa, said the administrative staff at her company had provided all the agents with a list of rentals to pass onto clients.

The agent, who lives close to Fountaingrove herself, had heard that it would take at least three to four years to help rebuild these subdivisions.

In the coming weeks, her clients would have real estate questions, but they will also be looking for personal support, Chaparteguy expects.

“Santa Rosa and Sonoma county, they call it God’s country,” she said. “This horrible disaster has everyone holding hands, getting together, and we will emerge a stronger community.”

Email Gill South.

MOST READ

Realtor finds two dead bodies inside home for sale

BY BRITT CHESTER | OCT 17

Family sues brokerage over Beverly Carter's murder

BY MARIAN MCPHERSON | OCT 13

5 tips for marketing your open house digitally

BY BERNICE ROSS | OCT 16

THE INMAN

GROUP

Watch out Airbnb: Vacasa just raised \$104M

BY SAMANTHA COLE | OCT 17

Hide Comments

COMMENTS

0 Comments

Sort byOldest

Add a comment...

Facebook Comments Plugin

RELATED ARTICLES

Brokerages house agents, clients displaced by wildfires

BY GILL SOUTH | OCT 14

Coldwell Banker launches disaster relief fund

BY MARIAN MCPHERSON | OCT 13

The latest from the Northern California wildfires

BY INMAN | OCT 12

As NorCal wildfires rage, 'real estate must go on'

BY GILL SOUTH | OCT 10



Inman

[About](#)

[Contact](#)

[Support](#)

[Advertise](#)

[Sponsor Connect](#)

[Careers](#)

[Code of Conduct](#)

[Privacy](#)

[Terms of Use](#)

Products

[Select](#)

[Inman Pro](#)

[Market Intel](#)

Community

[Inman Facebook group](#)

[Agent War Room](#)

[Broker War Room](#)

[Vendor Exchange](#)

[Contributor submissions](#)

[Image submissions](#)

Awards

[Inman 101](#)

[Inman Innovators](#)

[Inman Influencers](#)



© 2017 inman All Rights Reserved.

