



## The Ultrarich Are Ghosting San Francisco for Napa Valley's Luxury Mansions

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Faced with a shrinking supply of premium homes and intensifying bidding wars, San Francisco's affluent tech elite are casting their sights farther afield to Napa's managed estates.

Located an hour's drive north of San Francisco, Napa Valley is famous for its iconic rolling hills covered in manicured vineyards and seasonal wildflowers.

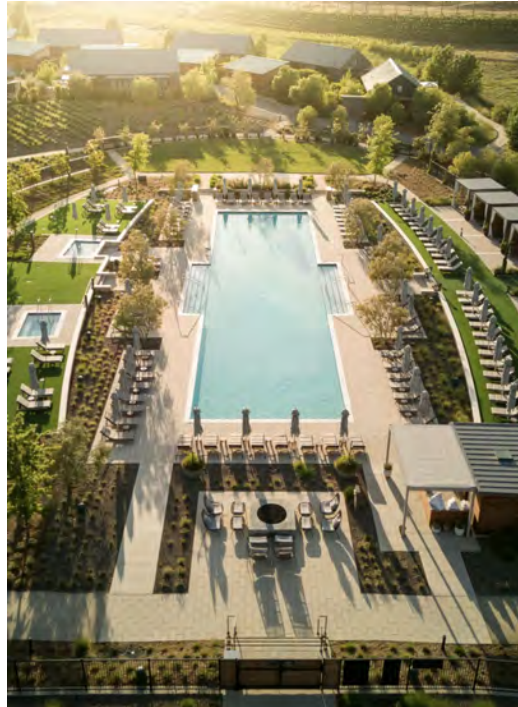
While the valley has long been a sanctuary for the world's rich and famous—from **Francis Ford Coppola** to **Ryan Seacrest**—the current AI-driven wealth surge is attracting a new demographic: tech-savvy, high net worth professionals.

These buyers are hunting for spacious, move-in-ready second homes, which hardly exist anymore in San Francisco—where the remaining gems ignite fierce competition and multiple-offer standoffs.

"The scarcity isn't just about a lack of roofs; it's a lack of the right kind of roofs," **Alexander Kalla**, a San Francisco Bay Area-based real estate agent, tells Realtor.com®. "We are seeing a significant amount of capital, much of it indeed fueled by the AI boom, looking for legacy-grade estates."

Kalla points out that while San Francisco will always have its "crown jewels," the inventory for ultrapremium, turnkey mansions is noticeably tightening.

"When high net worth buyers can't find that specific blend of privacy and scale in the city or even the peninsula, Napa becomes the natural release valve," adds Kalla. "It's less of a move and more of an expansion. They aren't just buying second homes; they're buying lifestyle assets that offer more breathing room than a city lot."



*Stanly Ranch Residences in Napa, CA, is a 96-acre gated community that has been attracting San Francisco Bay Area tech professionals since opening in 2024. Stanly Ranch*

### **Turnkey Advantage**

**Matt Ellingson**, an agent with Sotheby's International, says that tech professionals and venture capitalists working in the Bay Area's technology sector now make up the vast majority of buyers at Stanly Ranch Residences, a fully managed luxury development in Napa, where Ellingson is the senior sales director.

"The amount of money these people are making right now, to come up here and buy a home like this is a drop in the bucket for them," Ellingson tells Realtor.com.

Stanly Ranch Residences, Auberge Collection, opened its doors to clients in 2024, offering resort stays as well as a variety of luxury for-sale options.



*Stanly Ranch offers private homes ranging in price from \$4 million to \$9.5 million. Stanly Ranch*



*The homes come fully furnished and supplied with linens and window coverings. Stanly Ranch*

Nestled on 96 acres, the gated community has 40 planned condominium-style villas selling for \$3 million to \$4 million. When not in use by owners, these units serve as resort rentals, with profits split between the buyers and the development.

Additionally, Stanly Ranch is in the process of building 72 vineyard homes, which are larger three- to six-bedroom properties with price tags ranging from roughly \$4 million to \$9.5 million.

Each residence is equipped with a plunge pool, a spacious backyard, and a full chef's kitchen. Premium packages offer a fully curated lifestyle, complete with Restoration Hardware furniture and every essential for daily living, from linens and window coverings to a kitchen stocked with Williams Sonoma dishware.



*The homes are equipped with chef's kitchens stocked with dishware. Stanly Ranch*

"They don't have to do anything," Ellingson says. Buyers can move in carrying nothing more than their suitcases.

Shared amenities highlight the resort lifestyle, including a world-class spa, restaurants, a fitness center, a customized wellness program, a kids club, and outdoor activities for the whole family.

According to the agent, as Stanly Ranch was being built, the initial idea was to market the homes to international buyers, but he says developers quickly realized that there was a robust demand among residents of San Francisco and the East Bay seeking to get away from hectic city living.



*Plunge pools and sprawling backyards are standard at Stanly Ranch. Stanly Ranch*

"You come out to Napa, and it's a completely different world. It really is," says Ellingson. "There's not a lot of people, it's spacious. That's what, I think, the appeal is."

While Bay Area buyers are overwhelmingly using their Stanly Ranch properties as second homes while maintaining their primary homes in the city, Ellingson says it's not uncommon for family members to live in these properties year-round.

"The whole idea is this is a generational home for these people to have it, for their kids, their grandkids," notes the Sotheby's agent.

When comparing the housing markets of San Francisco and Napa counties, April 2026 data reveals that the median price in the metro was \$1.17 million, while 50 miles to the north, the price approached \$1.4 million.