

Press Review - La lettre du Business

STÉPHANE PAILLARD, THE FATHER OF VINEYARDS RESIDENCE

As a graduate (top of his year) of the Montpellier faculty of œnology, Stéphane Paillard founded the Bureau Viticole to assist wealthy clients in search of properties complete with vineyards in the heart of exceptional regions of France.

"At the time, real-estate agencies sold wine estates as a sideline. We had the idea of approaching the market in a completely different spirit". Over the past decade, the Bureau Viticole has witnessed the development of a new demand from private investors with a passion for wine.

"It's often a man's project that a woman must be able to subscribe to." notes Stéphane Paillard. Wine-growing properties with production facilities hold little interest for former top-management couples. But 'vineyard residences' in exceptional settings, practically fault-free in terms of view, privacy and architecture, are much sought-after — the more so if the agency provides turn-key services.

"Over the years, we've built up a compact team of specialists in the fields of taxation, agricultural property law, architecture and oenology. It's as if we set up a panel of experts to validate the choice of a property for reorganization." explains this agent



who remains a highly atypical figure in the wine world. "Our clients purchase a chapter of their lives, without any special intention of handing it down to following generations. It remains a liquid asset that is generally re-sold between 7 and 12 years later."

And the price ? "Well, what price a happy marriage ? We should first of all consider that since the 1980s and that era of easy money, we have shifted from around 600 requests a year to 150 today". Yet demand has developed in terms of quality and now concentrates on estates of 60 to 75 acres, perhaps even in the 20 to 40 acre range nowadays. For an estate in the heartland of Provence, clients need a budget of between 3 and 6 million euros.

"These transactions require a subtle hand. Rather than going into technical details, we supply the setting that, increasingly, wine requires." (H.T.)

LE BUREAU VITICOLE

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