

# Press Release

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**FOR IMMEDIATE RELEASE**  
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## Vanguard Properties Welcomes Bay Area Real Estate Veteran, Michael Fanelli, as New Sales Director for Healdsburg, CA Office

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The continual growth of Vanguard Properties, the well-known San Francisco Real Estate firm headed by CEO James Nunemacher for almost 30 years, has never been more evident. Today the firm announced the appointment of Michael Fanelli to now act as Sales Director for the team of established Realtors at Vanguard's Healdsburg office. With more than 20 years of real estate experience, Michael's cutting-edge, multi-faceted marketing programs and negotiating know-how have resulted in the successful closing of nearly 400 career transactions. In his new role, Michael's responsibilities shall include training, mentoring and the imparting of his deep industry knowledge as he artfully guides Vanguard agents in today's marketplace.

*"I couldn't be more delighted than to be aligned with THE most forward-thinking, design driven, technologically advanced, and customer satisfaction-focused real estate brokerage in Northern California,"* declared Michael Fanelli. *"My aim as Sales Director is to ensure that our real estate professionals are the best trained marketers and savviest negotiators so as to consistently provide the highest standard of care while representing our buyer and seller clients' needs."*

He has won countless national industry awards and is perennially ranked within the top one percent of all real estate professionals nationwide. Recognized as an expert in the field, Michael is a frequent lecturer on business success strategies and is a guest commentator on KGO radio, offering insights on the Greater San Francisco and Bay Area real estate topics and issues.

A member of San Francisco's prestigious Olympic Club, Michael is a two-time winner of the San Francisco Pacific Rim Marathon, is a former head coach of the USA National Track & Field team, and has been inducted into the San Francisco State University Athletics Hall of Fame.

Grace Lucero, one of Sonoma County's top producers, will be taking on the role of Director of Investment Sales for Sonoma County and also working closely with the San Francisco Headquarters' management on developments.

The office is located at 421 Healdsburg Avenue, directly next door to the famed Cousteaux Bakery and two blocks from Healdsburg's renowned town plaza. The office is in the center of all the shops, restaurants and tasting rooms nearby including the fabulous SHED, the Healdsburg gathering space that is equal parts wine, beer and fermentation bar, restaurant and a high end home supply store.

Vanguard Properties is confident that the cross pollination of their 4 offices in Sonoma County, 4 offices in San Francisco and two offices in Marin County serve San Francisco buyers and sellers looking for property in Wine Country but also promote Healdsburg sellers in getting the "right" exposure in the San Francisco and Marin marketplace.

Vanguard is known for its unique, fresh and exciting approach to marketing homes and many real estate agents in Healdsburg and the surrounding areas are very interested in what Vanguard has to offer in marketing versus their competitors. *"Our company takes a different approach to marketing Real Estate and supporting our agents. We work in collaboration to assist our agents and clients to achieve success,"* said CEO James Nunemacher.

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