

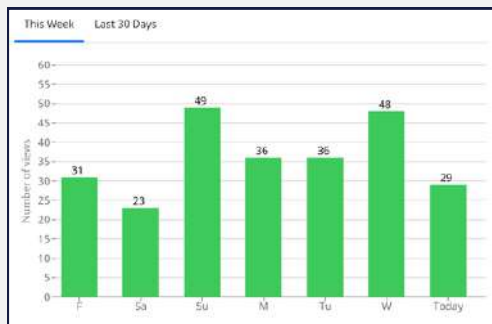
2195 DIAS DRIVE

market update

3.6.25

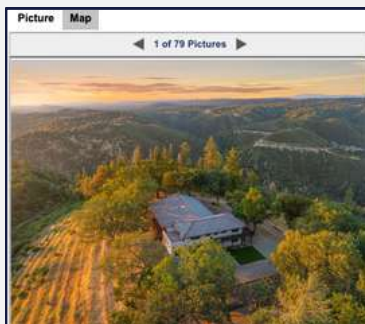
PROPERTY *views*

ZILLOW



SAVES: 75 | VIEWS: 1,110
*IN THE LAST 30 DAYS

MLS VIEWS



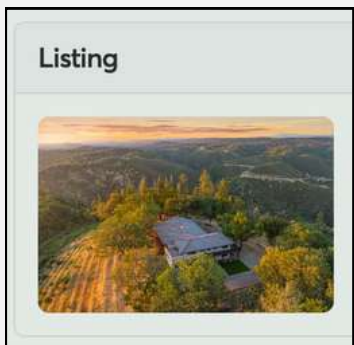
CLIENT: 49 | AGENT: 296

HOMES.COM VIEWS



VIEWS: 9,362 | FAVORITES: 2

LANDSEARCH.COM



VIEWS: 4,626 | SAVES: 1
*LAST 30 DAYS

VINESMART.COM



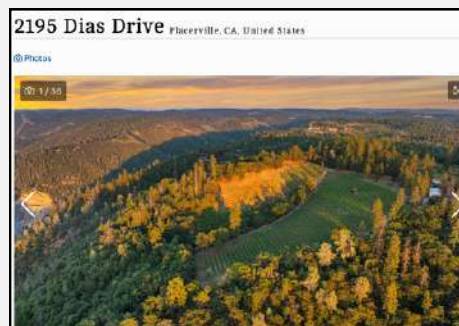
VIEWS: 1,810
*THIS AD IS NO LONGER RUNNING

CREXI.COM



IMPRESSIONS: 4,308 | PAGE VIEWS: 72

LUXURYREALESTATE.COM



VIEWS: 706

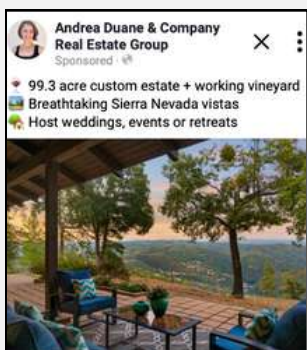
2195 DIAS DRIVE

market update

3.6.25

DIGITAL MARKETING *strategy*

TARGETED BAY AREA ADVERTISING



INQUIRIES: 84
REACH: 7,513
IMPRESSIONS: 17,430
*THIS AD IS RUNNING

VINEYARD ADVERTISING WINE REGIONS ACROSS U.S.

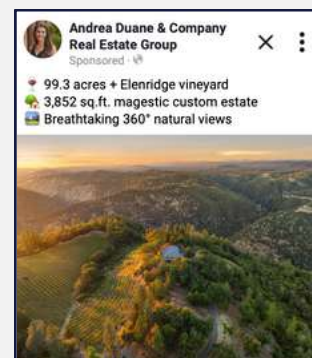


INQUIRIES: 160
REACH: 9,975
IMPRESSIONS: 27,573
*THIS AD IS COMPLETE

TARGETED DIGITAL ADVERTISING



PLAYS: 20,714
REACH: 11,806
INTERACTIONS: 585
*THIS AD IS PAUSED



INQUIRIES: 41
REACH: 3,193
IMPRESSIONS: 7,079
*THIS AD IS COMPLETE

CUSTOM WEBSITES



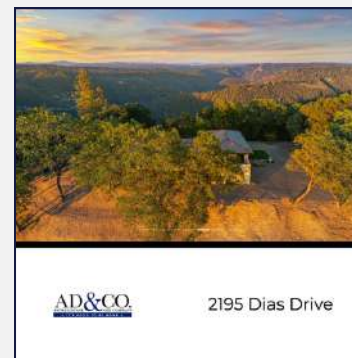
SITE 1
VEWS: 443 | VISITORS: 355
SITE 2
VEWS: 318 | VISITORS: 194

YOUTUBE TOUR



VEWS: 2,885

DIGITAL STORYBOOK



VEWS: 71

2195 DIAS DRIVE

year to date market update

3.6.25

PROPERTY *listings*

YOUR HOME IS LISTED ON THESE SITES:

- **Mountain Democrat:** [2195 Dias Drive](#)
- **Crexi:** [2195 Dias Drive](#)
- **Christie's International:** [2195 Dias Drive](#)
- **Intero Real Estate:** [2195 Dias Drive](#)
- **Windermere Real Estate:** [2195 Dias Drive](#)
- **FrontDoor:** [2195 Dias Drive](#)
- **National Relocation:** [2195 Dias Drive](#)
- **Sotheby's:** [2195 Dias Drive](#)
- **Century21:** [2195 Dias Drive](#)
- **Landsearch.com:** [2195 Dias Drive](#)
- **Movoto:** [2195 Dias Drive](#)
- **Zillow:** [2195 Dias Dr, Placerville, CA 95667 | MLS #224103221](#)
- **Redfin:** [2195 Dias Dr, Placerville, CA 95667 | MLS# 224103221](#)
- **Realtor.com:** [2195 Dias Dr, Placerville, CA 95667](#)
- **Coldwell Banker:** [2195 Dias Drive, Placerville, CA 95667](#)
- **Homes.com:** [2195 Dias Dr, Placerville, CA 95667 | MLS# 224103221](#)
- **Trulia:** [2195 Dias Dr, Placerville, CA 95667 | MLS# 224103221](#)
- **RE/MAX:** [2195 DIAS DR PLACERVILLE, CA 95667](#)
- **Estatefy:** [2195 Dias Dr, Placerville, CA 95667 | MLS# 224103221](#)
- **MLSListings:** [2195 Dias Dr, Placerville, CA 95667 - 3 Beds | 3/1 Baths \(Active\)](#)
- **Compass:** [2195 Dias Drive, Placerville, CA 95667](#)
- **LuxuryRealEstate.com:** [Spectacular Estate with Views and Vineyard — 2195 Dias](#)
- **Keller Williams Luxury International:** [2195 Dias Dr, Placerville, CA 95667](#)
- **Wall Street Journal Real Estate:** [2195 Dias Drive](#)
- **Mansion Global:** [2195 Dias Drive](#)
- **Barrons/Penta:** [2195 Dias Drive](#)
- **MarketWatch:** [2195 Dias Drive](#)

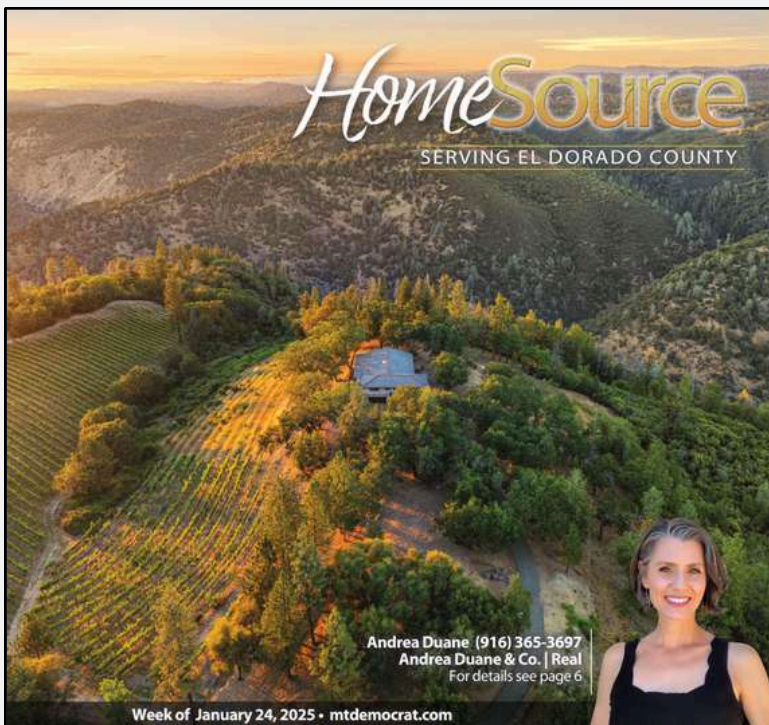
2195 DIAS DRIVE

market update

3.6.25

PRINT marketing

MOUNTAIN DEMOCRAT HOME SOURCE FEATURE



Published in 1/24 edition of Mt. Democrat's Home Source publication - with a general readership of about 15,000-20,000, in print + online.

Home Source is delivered weekly to all local real estate offices as well as several grocery stores throughout El Dorado County.

Your home is featured on the cover as well as an interior spread on pages 5-6.

[CLICK HERE TO SEE YOUR AD IN THE DIGITAL ISSUE](#)



2195 Dias Drive, Placerville

AN ESTATE WITH UNPARALLELED VIEWS & BEAUTY!

This extraordinary custom home is a rare find just 3.5 miles from downtown Placerville. With unobstructed views at every turn, this gated sanctuary offers a unique blend of grandeur, privacy & natural beauty. The grand kitchen boasts dual sinks, double ovens & a versatile center island, all framed by panoramic vistas of the Sierra Nevadas & your very own vineyard. The great room, with its soaring 12-ft vaulted, wood-beamed ceilings & wood-burning fireplace is a stunning centerpiece offering breathtaking mountain views through oversized windows. The formal dining room offers an intimate setting w/captivating sunset, vineyard & mountain views. Retreat to the primary suite, where you'll find an ensuite bath featuring a luxurious 6-foot jacuzzi tub, & a private balcony w/sweeping views of the Sierras & American River Canyon. The property also includes the Elenridge Vineyard, known for its Roussanne, Mourvdrre, & Viognier grapes, a favorite among local vintners. A well-equipped 50x35 ft. shop w/vineyard equipment further enhances the offering. Host weddings, creative retreats, or exclusive events amidst this dreamlike backdrop. This estate offers a lifestyle unlike any other, where each day begins w/sunrises & ends with sunsets.

\$2,500,000 • MLS# 224103221 • andreaduane.com

Home
of the week



Andrea Duane
REAL BROKER
(916) 365-3697
CALDRE #01466952



2195 DIAS DRIVE

market update

3.6.25

PRINT marketing

LUXURY HOME MAGAZINE

PRIVATE VIEW ESTATE
2195 DIAS DRIVE, PLACERVILLE | OFFERED AT \$2,500,000

EXPERIENCE THE PINNACLE OF LUXURY LIVING on 99 private acres in Placerville, where breathtaking, unobstructed panoramas and unmatched exclusivity await. This gated custom estate features a 4-acre vineyard, sweeping views of the Sierra Nevadas and exquisite indoor and outdoor spaces, perfect for grand entertaining or serene retreats. Immerse yourself in timeless elegance and natural splendor at this once-in-a-lifetime property.

ANDREA DUANE
REALTOR®
916.365.3697 | andrea@andreaduane.com
www.andreaduane.com
DRE# 01466952

VIDEO TOUR

AD&CO.
ANDREA DUANE AND COMPANY
• IT'S GOOD TO BE HOME •

rea LUXURY

Published in: 2025 early Spring Issue, Feb//Mar. 1/2 page ad with Targeted Distribution. Mailed to affluent homeowners + displayed in luxury venues across Sacramento, Tahoe + Truckee.

[CLICK HERE TO SEE YOUR AD](#)

ONCE IN A LIFETIME
2195 DIAS DRIVE, PLACERVILLE, CA | \$2,749,000

NEVER BEFORE ON THE MARKET, this extraordinary custom home is a rare sanctuary on 99 acres with unobstructed views of the American River, the Sierra Nevada mountain range, and captivating sunrises & sunsets. Expansive grounds include the productive Elenridge Vineyard, known for its Roussanne, Mourvèdre, & Viognier grapes, and ample space for weddings, retreats, or events. 3.5 miles from downtown Placerville, this gated estate offers a unique blend of luxury, privacy & natural beauty.

ANDREA DUANE
REALTOR®
916.365.3697 | andrea@andreaduane.com
www.andreaduane.com
DRE# 01466952

TOUR INSIDE

AD&CO.
ANDREA DUANE AND COMPANY
• IT'S GOOD TO BE HOME •

rea LUXURY

Published in: Aug. 1st 2024 Fall issue Aug/Sept. 1/2 page ad with Targeted Distribution. Mailed to affluent homeowners + displayed in luxury venues across Sacramento, Tahoe + Truckee.

[CLICK HERE TO SEE YOUR AD](#)

2195 DIAS DRIVE

market update

3.6.25

SOCIAL *impact*

INSTAGRAM REELS + POSTS



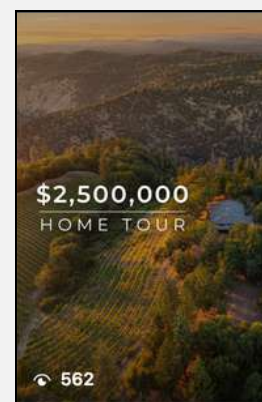
ACCOUNTS VIEWED: 250
ACCOUNTS REACHED: 187
POST INTERACTIONS: 15



ACCOUNTS VIEWED: 448
ACCOUNTS REACHED: 315
POST INTERACTIONS: 50



REEL PLAYS: 332
ACCOUNTS REACHED: 257
POST INTERACTIONS: 18



REEL PLAYS: 562
ACCOUNTS REACHED: 402
POST INTERACTIONS: 40



REEL PLAYS: 512
ACCOUNTS REACHED: 361
POST INTERACTIONS: 14



REEL PLAYS: 747
ACCOUNTS REACHED: 493
POST INTERACTIONS: 43



REEL PLAYS: 684
ACCOUNTS REACHED: 439
POST INTERACTIONS: 25



REEL PLAYS: 20,712
ACCOUNTS REACHED: 11,806
POST INTERACTIONS: 585

2195 DIAS DRIVE

market update

3.6.25

COMPLETED *marketing*

- Coming soon advertising on social media
- Property photos taken + video walk through tour created
- Property tour added to YouTube
- Custom AD&Co. website created
- Property feature brochure created
- Custom digital storybook created
- Just listed advertising launched
- Targeted digital advertising 1 launched
- Your property has been listed on landsearch.com
- Your property has been listed on luxuryrealestate.com
- Your property has been listed on vinesmart.com
- Targeted digital advertising 2 (vineyard) launched + running
- Luxury home Magazine: Published in Aug. 1st 2024 Fall issue
- Vineyard Package created + distributed
- 2nd home website created
- Vineyard acreage updated across platforms
- Submitted video to brokerage for feature opportunities
- Re-marketing - New price
- WSJ/Mansion Global/Penta/Barrons/MarketWatch property features
- Letter drafted & sent to neighbors of parcels #21, #22 & #31 to inquire on interest in purchasing any portions of the land adjacent to their property.
- Custom marketing calendar rollout
- Small bites top agent event held Dec. 5
- Mountain Democrat Home Source publication cover feature
- 2nd Luxury Home Magazine Feature published in early Spring issue - February/March 2025

ONGOING + UPCOMING *marketing*

- Social media presence + advertising
- Continued online presence: MLS, Zillow, Homes.com, Realtor.com, custom website, landsearch.com, luxuryrealestate.com, vinesmart.com, etc.
- Agent reverse prospecting
- 3rd digital ad campaign running - with Bay Area targeting launched
- Refreshed all marketing - New price
- Feature piece in the Real Estate section of the Sacramento Bee coming soon - showing the property to the reporter on Friday 3/7/25

2195 DIAS DRIVE

market update

3.6.25

EMAIL *marketing*

- VIP Deal of the Day email feature: coming soon
- Love Where You Live email feature: coming soon
- Bay Area agent email feature coming soon
- Agent network email feature coming soon
- 2nd Love Where You Live email feature
- August Mashup email feature sent to 2,552 people
- Property feature email sent to 140 inquired Facebook leads
- September mashup email feature sent to 3,754 people
- 2nd VIP Deal of the Day email feature sent to 5,196 people
- Price update email sent to 165 inquired leads from Facebook advertising
- Curated by AD&Co. property feature sent to 6,563 contacts
- Reverse prospecting email sent to 58 agents with clients who have saved MLS client searches similar to your home - no agent showings.
- What You Get For Your Money email feature: sent to 1,894 people
- October Mashup email feature sent to 3,739 people
- November Mashup email feature sent to 3,708 people
- Reverse prospecting agent invitation sent to 74 agents with clients who have saved MLS searches similar to your home
- Wine + small bites invitation sent to 485 agents
- December Mashup email feature sent to 3,745 people
- Property feature email sent to all ad inquiries to keep potential buyers informed & your home top of mind
- January Mashup email feature sent to 3,673 people
- February Mashup email feature sent to 3,660 people
- Emailed all inquiries about new price
- Emailed all agents about new price
- AD&Co. Curated + Listed property feature sent to 6,350 people