your guide to

SANTA ROSA'S NEIGHBORHOODS







corcoran
ICON PROPERTIES

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Get to know Santa Rosa

FUN FACTS

- 5th largest city in the Bay Area
- Home to hundreds of world class wineries and several craft breweries
- With parks like Annadel State Park and Spring Lake, it's a great spot for hiking, biking, and exploring nature
- Mediterranean climate with warm summers, mild winters, and cool evening breezes.

DEMOGRAPHICS

- 178,127 residents (2020 census)
- Median age: 40 years old

DESIGNATIONS

- Named “Tree City USA” by the Arbor Day Foundation for its commitment to urban forestry and green spaces.
- Officially recognized as the home of Peanuts creator Charles M. Schulz, with landmarks like the Schulz Museum and Snoopy’s Home Ice.

Local Favorites

COFFEE

- AVID Coffee - Perfect espresso & delicious avocado toast.
- Land And Water Coffee - a local gem, their seasonal rose latte is tasty!
- Aroma Roasters - roasts their beans right in the middle of the shop! A good stop for drip coffee & a quick bite.

ADVENTURES

- Spring Lake Loop - 2.1-mile paved, multi-use trail around the lake
- Farmers Markets - multiple markets throughout the week, contact me for my Farmer's Market guide!
- Hot Air Balloon Ride – Take in breathtaking views of vineyards and rolling hills.

BREAKFAST & LUNCH

- Grossman's Noshery & Bar - New York-style deli, restaurant, bakery and bar.
- Pascaline - French patisserie & café with the best croissants.
- Spinster Sisters - Delicious local ingredients and inspired menu.
- Lazzini's Market - Italian deli with amazing sandwiches.

DINNER & DESSERT

- Riviera Ristorante - family owned Italian restaurant serving lunch and dinner. Handmade gnocchi!
- Jackson's Bar & Oven - wood fired pizzas & great happy hour.
- Russian River Brewing - Brewery food & world famous beer!
- Noble Folk Ice Cream & Pie Bar - Handcrafted pies and ice creams.



I'm Mariko

Moving to Santa Rosa in 2005, I've seen this city evolve and embrace new faces while maintaining that local-first, laidback charm.

In this guide, I look forward to sharing what makes Santa Rosa such a special place to call home.

Fun facts:

- Santa Rosa transplant from Hawai'i
- Mom to 2 boys
- Fluent in Japanese
- Love to read, ride bikes, & sew

A few things I love about it here...

YEAR-ROUND COMFORTABLE CLIMATE

FARM TO TABLE FOOD CULTURE

DOG-FRIENDLY REGIONAL PARKS

DECENT SIZE CITY WITH A SMALL TOWN FEEL

PROXIMITY TO GREAT BEACHES



World Class Cycling

The Four Quadrants of Santa Rosa



NORTHWEST

A QUIETER, SUBURBAN LIFESTYLE WHILE STILL BEING CLOSE TO MAJOR ROADS AND SHOPPING AREAS

AVERAGE HOME PRICE: $700K



SOUTHWEST

BLEND OF COUNTRY LIVING AND CITY CONVENIENCE, WITH AFFORDABLE HOMES, OPEN LAND, AND A STRONG COMMUNITY FEEL

AVERAGE HOME PRICE: $675,000



NORTHEAST

UPSCALE, PEACEFUL, AND NATURE-ORIENTED LIFESTYLE WHILE STAYING CLOSE TO CITY CONVENIENCES.

AVERAGE HOME PRICE: $1M



SOUTHEAST

CONVENIENT, AND OUTDOOR-FRIENDLY AREA THAT'S GROWING FAST WHILE STILL OFFERING ACCESS TO PARKS, SHOPPING, AND WINE COUNTRY.

AVERAGE HOME PRICE: $775,000

Welcome to Northwest *Santa Rosa*



Things to love

- Nice mix of entry level to high end homes
- Heavily rebuilt after the 2017 wildfires updating a lot of the housing and infrastructure
- Jacobs Park, Northwest Community Park, and Frances Nielsen Ranch Park, great for recreation.
- Easy access to highway 101

Nearby amenities

- Coddingtown Mall
- Shultz Museum, Children's Museum, & Snoopy's Home Ice
- Kaiser Permanente & Sutter Santa Rosa Hospitals
- Laguna de Santa Rosa wetlands trails for biking, jogging, and birdwatching

Zip Codes

95401, 95403

Average Price

$700K

Schools

Piner High School

Spans three school districts

- Piner-Olivet Union
- Mark West Union
- Santa Rosa City

Welcome to Southwest *Santa Rosa*



Things to love

- Mix of older homes, new developments, and farmland
- Generally more affordable compared to other parts of Santa Rosa
- Andy's Unity Park & Southwest Community Park offer lots of open space
- Vibrant food scene

Nearby amenities

- Mitote Food Park
- Roseland Library
- Kaiser Permanente & Santa Rosa Community Health center
- Taylor Mountain Regional Park 1100 acre park with 15 miles of trails & an 18 hole disc golf course.

Zip Codes

95401, 95407

Average Price

$675K

Schools

Elsie Allen High School
Roseland University Prep

Roseland school district

Welcome to Northeast *Santa Rosa*



Things to love

- Many luxury homes, vineyards, and rolling hills
- Parks galore! Nagasawa, Howarth, Spring Lake Regional, and Annadel-Trione State Park
- Quiet suburban feel
- Lots of opportunities for jogging, cycling, and outdoor fitness

Zip Codes

95404, 95405, 95409

Nearby amenities

- Montgomery Village shopping center
- Fountaingrove Golf Club
- Santa Rosa Memorial Hospital
- Top restaurants and wineries
- Luther Burbank Center for the Art

Average

$1M

Schools

Maria Carrillo High School
Montgomery High School
Cardinal Newman (Private)

Spans three school districts

- Rincon Valley Union
- Mark West Union
- Santa Rosa City

Welcome to Southeast *Santa Rosa*



Things to love

- Similar to Northeast Santa Rosa, with a nice mix of mid to high end homes
- Easiest access to outdoor recreation, most of Annadel-Trione State Park lies in Southeast Santa Rosa
- Highly rated schools

Zip Codes

95404, 95405,
95407, 95409

Nearby amenities

- Convenient shopping at bigger chains like Target and Costco, at the Santa Rosa Marketplace
- Bennett Valley Golf Course
- Santa Rosa Memorial Hospital
- Large senior community of Oakmont

Average Price

$775K

Schools

Maria Carrillo High School
Montgomery High School
Sonoma Academy (Private)

Spans three school districts

- Bennett Valley Union
- Kenwood School District
- Santa Rosa City

Planning your Move

Whether you're considering a move for work, family, or a fresh start, there are several important steps to ensure a smooth transition. Below, you'll find five steps that I guide my relocation clients through to get them set up for success in Santa Rosa!



THE PROCESS OF RELOCATING

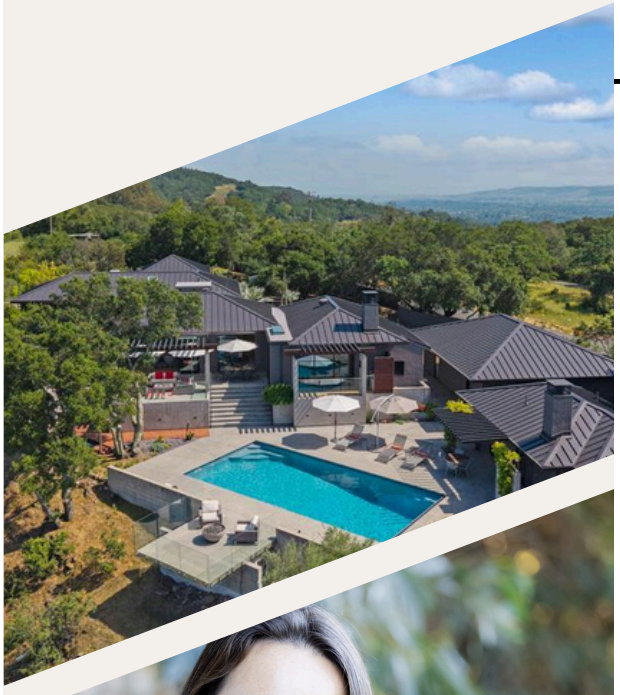
01 **Schedule a relocation call.** During this call, I'll answer any questions you have about Santa Rosa and we'll discuss your goals and timeline.

02 **Plan a relocation visit.** This is the fun part! We get to meet and see homes that are within your criteria – neighborhood, price and timing. If we find a winner, we'll submit an offer!

03 **Prepare to move.** I recommend saving up ahead of the big move. Gather quotes for storage, movers, flights, etc. If the move is work-related, inquire with your employer about reimbursement.

04 **Under contract on your new home.** There is about a 30-day period where you're in the process of purchasing. We'll determine whether you want to make another trip or coordinate remotely.

05 **Close on your home and make the move!** Plan for any renovations after closing and before your items arrive from movers for the easiest transition. (My trusted vendor list is yours!)







Mariko Leilani Buchholz

Sonoma County Realtor

Local expert and 20+ year resident of Sonoma County, with extensive community involvement, and strong ties to local, value driven vendors.

Compassionate listener that converts wants and needs into results, getting people to the next right stage of their lives.

By The Numbers:

- Listings close at an average of 103% of list price, with only 34 days on market.
- Buyers I represent close at an average of 95% of list price.
- Over $33M in total sales volume
- Full-time agent, available 7 days a week

References:

- Colleague: Mike Lagoyda, Corcoran Icon Properties (707) 888-9921
- Past seller: Stephanie Walker (206) 251-1048
- Past buyer: Jon Jordan (707) 321-2915
- Vendor: Travis Hatton, Travis Hatton Painting (707) 217-9491

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here for you!



I'm your boots on the ground

Helping newcomers find the right fit in Santa Rosa is my specialty. Working as your trusted advisor, I'll do everything I can to support you in making a smooth transition to Santa Rosa. From video calls to weekly text updates, consider me your own boots on the ground.

You'll also have access to my local, tried and true, trusted vendors to help with anything you need. From movers, to electricians, to landscapers and more- consider it handled. I look forward to helping you make the move fun and seamless!

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Plus, this isn't my first *rodeo...*

★★★★★

"Mariko is a dream come true agent, patient, great listener, caring, very intelligent, great researcher for information facilitating smooth progress."

MATT M.

"Being new to the area, we couldn't have found a better agent than Mariko. She understood our wants, needs, and hopes better than we did ourselves."

CHELSEA S.

"My husband and I have purchased numerous homes and we have never had a more professional and attentive realtor to work with."

SAYONNA M.