

# River Belle Inn in downtown Healdsburg acquired for big per-key price

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A historic Wine Country bed and breakfast has a notable new owner just in time for harvest season.

The 11-room River Belle Inn, a luxury boutique hotel in downtown Healdsburg, was sold late last month to local hospitality developer and manager Vertice Hospitality for \$7.25 million, or \$659,091 per key, public records show.

Vertice, led by CEO and company co-owner Tony Greenberg, will take over management and add to a star-studded local portfolio that includes Michelin-renowned hotel and three-starred SingleThread and last year's new vegan wine shop and café Little Saint.

The River Belle Inn structure — originally built as a residence in the late 1800s — was acquired by the seller Thomas Phillip Bangs after



COURTESY OF RIVER BELLE INN

Healdsburg's historic boutique River Belle Inn, located at 68 Front St., recently changed hands for \$7.25 million.

2011 and was extensively refurbished to open as a luxury boutique bed and breakfast in 2016.

The key price is on par with what the 78-room Vintner's Resort in Santa Rosa is seeking in a reported \$50 million off-market bid. Wine Country resorts set near record key prices last year as rural luxury hotels shot past pre-pandemic demand.

In February the property was listed on Redfin with an asking price of nearly \$8 million.

The 10,300-square-foot property is located at 68 Front St. on the banks of the Russian River and just six blocks from the central downtown plaza. Rooms on the inn's website start at \$450 per night.

In a press statement Wednesday, Greenberg described the acquisition as "such a lovely property."

"I remember when it opened in 2016 around the same time as we opened SingleThread," he said. "We've grown together in Healdsburg and we've shared many guests throughout the years."

Greenberg said the property will "provide new management and development opportunities" for Vertice's growing team. But first and foremost, he wants to continue the legacy of the previous owners — the entire staff will continue to run the property and join Vertice as employees.

The River Belle sale listing was handled by Dave Roberts and Mary Kelley of the local office of Sotheby's International Realty while Eric Drew of Sotheby's represented the buyer.

The original Victorian mansion was built in 1875 as a residence and was once dubbed by locals the "grand old painted lady" for its then-pink exterior. A Queen Anne-style wraparound porch was added in the early 1900s when Isabelle Simi Haigh, daughter of Simi Winery founder Giuseppe Simi, was in residence.

Haigh would run the family winery — located just across the street — until 1980. Her tenure began inauspiciously, taking over the business at the age of 18 after the sudden death of her father from influenza and on the eve of Prohibition.