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GoPro Founder Wants \$20 Million for 150-Acre California Ranch

Nick Woodman added biking and hiking trails to the property known as “Boogie Ranch”

BY KATHERINE CLARKE | JULY 8, 2020



The founder of action camera maker GoPro is listing his 150-acre ranch near Santa Cruz, Calif., for \$20 million.

Located in Bonny Doon, a small Bay Area community known for its wineries, the property is called “Boogie Ranch.” It includes a contemporary five-bedroom house, two guesthouses and a barn designed to store the owner’s large collection of dirt bikes and outdoor gear. The property also includes a large outdoor swimming pool with a deck.

The owner, Nick Woodman, 45, launched GoPro in 2002 after a surf trip to Australia and Indonesia, where he found that amateur photographers like him had trouble getting close action shots while surfing. He designed a camera that would attach to the body. The now publicly traded company is valued at nearly \$800

million. Mr. Woodman bought the Bonny Doon property in 2014 for \$13.7 million. He said the family calls the property Boogie Ranch because of “how it inspires you to get out and be active, e.g., ‘get your boogie on.’”

Mr. Woodman and his family made some significant improvements to the property, adding hiking and biking trails and upgrading the pool and bocce court, according to listing agent Michael Dreyfus of Golden Gate Sotheby’s International Realty.

The home is located about a 15 minute drive from Santa Cruz. Mr. Woodman said he loves the property for its microclimate, which he said means less fog and warmer weather than the surrounding area and allows his family to grow avocados and lemons.

Mr. Woodman said there is a cave and an abandoned “Lion King-esque” rock quarry in the canyon beneath the property.

He said he’s selling the property because his family has relocated to Montana. “It’s taken us a couple of years to get semi-comfortable with the idea of selling Boogie Ranch,” he said.

Mr. Dreyfus said he’s busier than ever since the coronavirus pandemic hit, with clients based in San Francisco looking to buy homes in less dense parts of the Bay Area. He said the wealthy area of Woodside, known for its large estates, has been particularly active over the past few months. “Some people that already have places in these areas are also making their second homes their primary homes,” he said.



Nick Woodman

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