



WINERY EXITS

PLANNING GUIDE

A strategic overview of
how Winery Exits
confidentially connects
exceptional properties
with prospective buyers

CONFIDENTIAL.
PROFESSIONAL.
PURPOSE-BUILT.

Your Next Chapter Deserves the Right Partner.

CONFIDENTIAL • STRATEGIC • RESULTS-DRIVEN



Winery Exits provides a discreet, professional platform connecting owners of wineries, vineyards, and wine brands with prospective buyers seeking exceptional opportunities.



A Better Marketplace for the Wine Industry



Winery Exits was founded on a simple belief.

Owners of wineries, vineyards, and wine brands deserve a more organized, confidential, and effective way to market their opportunities.

Built by an owner and operator with more than two decades in the wine industry, Winery Exits was created to improve the way buyers and sellers connect. Rather than relying solely on personal relationships, chance introductions, or broad public marketing, Winery Exits provides a dedicated marketplace where prospective buyers and confidential seller opportunities come together through a structured, professional process.

Winery Exits gives owners greater flexibility in how their opportunities are brought to market. Whether the objective is complete confidentiality, confidential buyer matching, or broader market exposure through comprehensive representation, owners remain in control of how and when their opportunities are introduced.

From confidential buyer matching for wineries and vineyards to asset-light representation for wine brands and business assets, Winery Exits provides specialized marketing solutions designed specifically for the wine industry. Each seller engagement begins by understanding the owner's objectives and developing an appropriate marketing strategy.

Because extraordinary properties deserve a marketplace built specifically for them.

Three Paths. One Marketplace.

A BETTER WAY
TO MARKET
EVERY OPPORTUNITY.



CONFIDENTIALITY BY DESIGN

Confidentiality is the foundation of our process, with information shared only as authorized.

THREE PATHS. ONE MARKETPLACE.

A BETTER WAY TO MARKET EVERY OPPORTUNITY.

01



Asset-Light Representation

IDEAL FOR OWNERS SELLING BUSINESS
ASSETS WITHOUT REAL ESTATE.

Market your brand, inventory, equipment, intellectual property, and other business assets through our confidential buyer matching process.

EXAMPLES:

- Wine Brands
- Finished Inventory
- Equipment
- Business Assets



02



Confidential Buyer Matching

IDEAL FOR OWNERS SEEKING
CONFIDENTIAL BUYER MATCHING.

Confidentially introduce your winery or vineyard to prospective buyers within the Winery Exits marketplace. This approach is used across both asset-light opportunities and real estate transactions.

EXAMPLES:

- Wineries
- Vineyards
- Wine Brands



03



Strategic Marketing & Representation

IDEAL FOR OWNERS SEEKING BROADER
MARKET EXPOSURE.

When broader exposure is appropriate, Strategic Marketing & Representation expands beyond the Winery Exits marketplace through industry relationships and, when appropriate, public marketing under an Exclusive Right to Sell.

EXAMPLES:

- Broader Market Exposure
- Time-Sensitive Transactions
- Complex Estate Sales



“

Every opportunity begins with a confidential conversation.
Together, we'll determine which marketing approach best aligns with your objectives.

01 Asset-Light Representation

SELLING THE BUSINESS, NOT THE REAL ESTATE.

Some opportunities involve the sale of a wine brand, inventory, equipment, or other business assets without the transfer of real property.

Winery Exits provides professional buyer outreach and structured marketing through our Asset-Light Representation program for wine brands, inventory, equipment, intellectual property, customer lists, contracts, and other transferable business assets.

Winery Exits coordinates confidential marketing, prospective buyer introductions, and transaction-related communication. Legal, tax, accounting, financial, and other professional matters remain the responsibility of each party and their independent advisors.

OUR ROLE

Winery Exits provides confidential marketing representation for owners selling wine brands, inventory, equipment, intellectual property, customer lists, and other business assets through a structured buyer matching process.

We coordinate confidential marketing, prospective buyer introductions, and transaction-related communication while working alongside your attorney, CPA, financial advisor, and other professional advisors.

We help coordinate the marketing process within the scope of the applicable written agreement.



WHAT CAN BE MARKETED?

- Wine Brands
- Finished Inventory
- Equipment
- Intellectual Property
- Transferable Lease Interests
- Operating Businesses
- Production Assets
- Other Business Assets

Without real estate.



HOW IT WORKS

- 1 Confidential Consultation
- 2 Professional Marketing Materials
- 3 Buyer Review & Outreach
- 4 Confidential Opportunity Presentations
- 5 Negotiation Coordination
- 6 Closing Coordination



IDEAL FOR

- Owners Retiring
- Brand Transitions
- Excess Inventory
- Business Restructuring
- Partnership Dissolutions
- Business or Asset Sales



WINERY EXITS PROVIDES



Confidential
Buyer Marketing



Professional
Marketing Materials



Confidentiality
Procedures



Negotiation
Coordination



Buyer Review



Transaction
Coordination



WINERY EXITS DOES NOT PROVIDE



Legal Advice



Tax Advice



Accounting Advice



Financial Planning



Insurance Advice

Instead we work alongside your attorney, CPA, financial advisor, and other professionals throughout the transaction process.

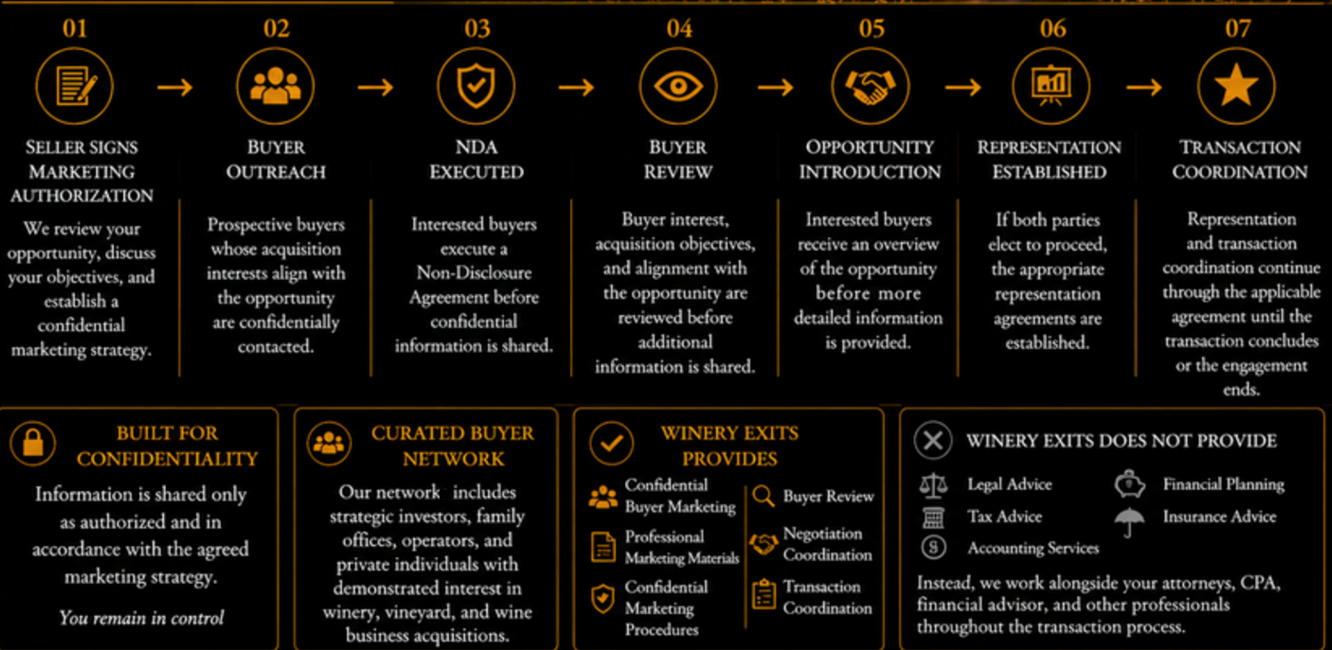
Confidential Buyer Matching

SOMETIMES THE RIGHT BUYER IS ALREADY LOOKING.

Winery Exits maintains a curated network of buyers actively seeking wineries, vineyards, wine brands, and other wine industry opportunities. Every introduction begins with confidentiality and is guided by the marketing strategy established with each client. Our role is to confidentially present opportunities to prospective buyers whose acquisition interests align with the opportunity while coordinating the marketing process from introduction through representation, when appropriate.

CONFIDENTIAL • PROFESSIONAL • PURPOSE-BUILT

Our role is to confidentially introduce prospective buyers to exceptional opportunities through a structured, professional marketing process.



Strategic Marketing & Representation

SOME OPPORTUNITIES DESERVE THE BROADEST POSSIBLE AUDIENCE.

For owners seeking broader market exposure, Winery Exits expands beyond its confidential buyer network through industry relationships, cooperating brokers, and, when appropriate public marketing under an Exclusive Right to Sell.

Our marketing strategy combines industry outreach, broker relationships, targeted marketing, and professional presentation to reach buyers whose acquisition interests align with the opportunity.

Our role is to develop and coordinate a professional marketing strategy while representing your interests through the scope of the applicable written agreement.

CONFIDENTIAL • PROFESSIONAL • PURPOSE-BUILT

Our role is to develop and execute a strategic marketing plan designed to maximize market exposure while representing your interests throughout the transaction.



01 STRATEGIC PLAN & SIGNED AUTHORIZATION

Together we establish objectives, marketing strategy, and the appropriate written authorization.



02 PREPARATION & PROFESSIONAL PRESENTATION

Professional marketing materials are prepared to present the opportunity accurately and professionally.



03 MARKETING CAMPAIGN LAUNCH

The opportunity is introduced through appropriate marketing channels designed to generate buyer interest.



04 EXPANDED MARKET EXPOSURE

Industry relationships, cooperating brokers, and targeted marketing expand exposure beyond the Winery Exits marketplace.



05 BUYER OUTREACH

Interested buyers are contacted and provided information consistent with the agreed marketing strategy.



06 NEGOTIATION & AGREEMENT

We assist in negotiating transaction terms and coordinating the appropriate agreements.



07 REPRESENTATION & CLOSING

Representation continues through closing in accordance with the applicable written agreement.



BUILT FOR CONFIDENTIALITY

Confidentiality remains a priority throughout the marketing process, with information shared only as authorized.



CURATED BUYER NETWORK

Our curated buyer network includes strategic investors, family offices, winery operators, and private buyers actively seeking wine industry acquisition opportunities.



WINERY EXITS PROVIDES

- Strategic Marketing
- Professional Marketing Materials
- Industry Outreach & Broker & Industry Relationships
- Buyer Review
- Negotiation Coordination
- Transaction Coordination
- Representation Support



WINERY EXITS DOES NOT PROVIDE

- Legal Advice
- Tax Advice
- Accounting Services
- Financial Planning
- Insurance Advice

Instead we work alongside your attorney, CPA, financial advisor, and other professionals throughout the transaction process.

The Winery Exits Buyer Experience

CONNECTING PROSPECTIVE BUYERS WITH EXCEPTIONAL OPPORTUNITIES.

Winery Exits maintains a curated network of prospective buyers seeking wineries, vineyards, wine brands, and other wine industry opportunities.

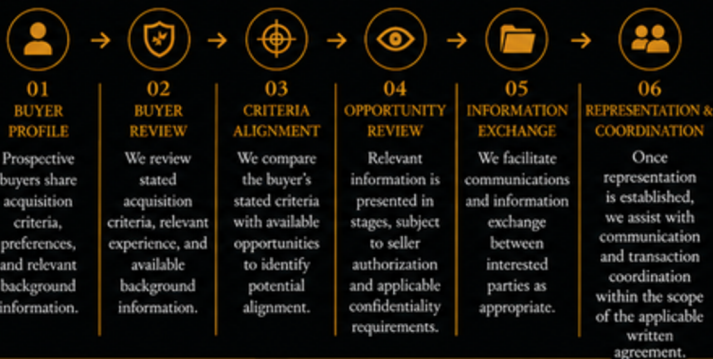
Our process is designed to identify potential alignment and present relevant opportunities professionally, while owners retain control over what information is shared, with whom, and when.

 **CONFIDENTIAL BY DESIGN**
Confidentiality guides the process. Information is shared only as authorized and subject to applicable confidentiality agreements.

Our role is to confidentially introduce prospective buyers to opportunities aligned with their stated acquisition interests and coordinate access to information as appropriate.

EVERY BUYER RELATIONSHIP BEGINS WITH UNDERSTANDING.

Prospective buyers begin by sharing their acquisition criteria and participating in an introductory review. This structured process helps identify potential alignment before confidential information is shared.



OUR NETWORK INCLUDES

-  Family Offices
-  Winery Owners
-  Vineyard Owners
-  Agricultural Investors
-  Wine Entrepreneurs
-  Hospitality Groups
-  Strategic Acquirers
-  Private Investors

BUYERS MAY BE SEEKING

- Wineries & Winery Estates
- Vineyards & Plantable Acreage
- Wine Brands & Business Assets
- Production Capacity & Permits
- Regional or AVA Preferences
- Target Price Range
- Transaction Timing
- Additional Acquisition Criteria



This structured process is designed to maintain discretion, clarify acquisition interests, and support relevant introductions. Information is shared in stages, subject to seller authorization and applicable confidentiality agreements.

“

Your knowledge and understanding of the industry as a whole, and your quick understanding of my situation, were impressive. You offer a unique service well beyond anything to which I had previously been exposed.

Brad T.
Terrill Cellars

Why Winery Exits

**BUILT FOR OWNERS.
BACKED BY EXPERIENCE.**

Winery Exits was created by a winery owner who understands the challenges of building, operating, and ultimately transitioning a wine business. Our platform, resources, and industry relationships are focused on helping owners understand their options, reach prospective buyers, and select a marketing strategy aligned with their objectives.



Your Next Step



BUILT BY AN OWNER

Winery Exits was founded by a winery owner with more than 20 years of wine industry experience. That operating perspective informs how we evaluate opportunities, communicate with owners, and approach the marketing process.



CONFIDENTIAL BUYER NETWORK

We maintain a curated network of prospective buyers interested in wineries, vineyards, wine brands, and related business assets. Opportunities may be presented confidentially before broader marketing is considered.



ENHANCED SELLER REPORTS

Directional valuation estimates and detailed reports provide insight into potential value drivers, market positioning, property characteristics, and possible buyer alignment. These reports are not formal appraisals.



BACKED BY W REAL ESTATE

When a transaction includes real estate, representation is provided through W Real Estate, giving clients access to an established California brokerage, cooperating broker relationships, and broader market exposure when appropriate.



FLEXIBLE REPRESENTATION

Choose the path that best fits your objectives: Asset-Light Representation, Confidential Buyer Matching, or Strategic Marketing & Representation. The scope of services is defined by the applicable written agreement.



PROFESSIONAL & COMMITTED

Professional communication, discretion, and a commitment to carrying out the agreed marketing strategy. When brokerage representation is established, duties are governed by the applicable written agreement.



CONFIDENTIAL BY DESIGN

Information is shared only as authorized and in accordance with the agreed marketing strategy. Owners retain control over what is shared, with whom, and when.



30+ BUYER PROFILES

A growing network of prospective buyers with stated interests in wine industry acquisitions.



CONFIDENTIAL BUYER MATCHING

Opportunities presented selectively based on stated acquisition criteria, seller authorization, and the agreed marketing strategy.



OWNER-BUILT INDUSTRY EXPERIENCE

More than two decades of wine industry experience, supported by licensed California real estate representation when applicable.



START AT WINERYEXITS.COM
or schedule a confidential consultation.

How Every Opportunity Begins

**EVERY GREAT DECISION
BEGINS WITH
UNDERSTANDING.**

Our process is designed to provide you with clarity, insight, and confidence before you decide how to move forward.



CONFIDENTIAL BY DESIGN

Information is shared only as authorized and in accordance with the agreed marketing strategy. Owners retain control over what is shared, with whom, and when.

Every great decision
begins with understanding.

Why Start with an Enhanced Seller Report?

Every informed marketing strategy begins with understanding your opportunity and its potential value.

The Winery Exits Confidential Valuation is designed to provide owners with a practical starting point for evaluating their opportunity, understanding potential value drivers, and considering available marketing paths.

 *Start a confidential valuation to receive initial planning insights, with no obligation to proceed.*



The Winery Exits Process



CONFIDENTIAL VALUATION
Request your confidential valuation online to begin understanding your opportunity.



ENHANCED SELLER REPORT
Receive a detailed report with market insights, value drivers, and strategic considerations.



SELLER CONSULTATION
Review your report, objectives, and available marketing paths during a confidential consultation.



MARKETING PATH
Select the marketing approach that best aligns with your objectives, timeline, and confidentiality preferences.



STRATEGIC MARKETING
Confidentially present your opportunity to prospective buyers or launch a broader marketing strategy.



REPRESENTATION & COORDINATION
When representation is established, we assist with communication and transaction coordination in accordance with the applicable written agreement.

A Preview of Your Enhanced Seller Report

Your report includes market insights, property analysis and strategic information to help guide your planning.

What You'll Receive

- ✓ Confidential Valuation
- ✓ Enhanced Seller Report
- ✓ Market Position Insights
- ✓ Strategy Considerations
- ✓ Marketing Strategy Considerations
- ✓ No Obligation



Confidential Valuation

The Winery Exits Confidential Valuation and Enhanced Seller Report are planning and marketing tools and are not formal appraisals or legal, tax, or financial advice.

“ Understanding your options is often the most valuable first step. ”

READY TO BEGIN? Begin with your confidential valuation at WineryExits.com/valuation

[WINERYEXITS.COM](https://WineryExits.com)

A Partnership Built on Results



**YOUR SUCCESS
COMES FIRST**



Your Success Comes First.

One of the biggest misconceptions owners have is that confidential marketing requires a financial commitment before knowing whether a buyer even exists.

Winery Exits was intentionally built differently.

NO UPFRONT FEES

Typical Winery Exits seller engagements begin with:



Confidential
Valuation



Enhanced
Seller Report



Strategy
Consultation



Confidential
Marketing

These initial services are typically provided without upfront fees.



HOW WINERY EXITS IS COMPENSATED

If an owner chooses to move forward, the scope of services and any compensation are governed exclusively by the applicable written agreement. For many seller engagements, compensation is generally earned and payable upon the closing of the applicable transaction, subject in all respects to the terms of that agreement. Compensation and payment obligations are governed by the applicable written agreement and vary depending on the services provided. *Our interests are aligned with helping you achieve your objectives.*



WHY WE CHOSE THIS MODEL

We believe owners should have the opportunity to understand their opportunity and its potential position in the market before deciding how they wish to proceed. By offering confidential valuations, strategic guidance, and marketing planning without typical upfront fees, owners can explore their options with greater clarity and confidence. When an owner elects to move forward, the applicable written agreement governs the services provided and any compensation arrangement.

Explore your options first. Make your decision with confidence.



WINERY EXITS

08

Ready When You Are.

CONFIDENTIAL WHEN
IT MATTERS.

STRATEGIC WHEN
IT COUNTS.

This guide is provided for informational purposes only and does not constitute legal, tax, accounting, financial, or investment advice. Winery Exits Confidential Valuations and Enhanced Seller Reports are planning and marketing tools and are not formal appraisals or certified valuations. Winery Exits is not a law firm, accounting firm, appraisal firm, or licensed financial advisor. Any marketing, representation, or related services are provided only pursuant to the applicable written agreement, which governs the scope of services, compensation, and obligations of the parties. Any services, representation, compensation, or obligations are governed solely by the applicable written agreement.

11

Not every opportunity belongs
on the open market.
Every owner deserves access
to prospective buyers.

Whether you're exploring possibilities or
preparing for a sale, Winery Exits begins every
relationship the same way.

With a confidential conversation.

No obligation. No pressure.

Just a better understanding of your opportunities.

BEGIN AT

WineryExits.com

OR

SCHEDULE A CONFIDENTIAL CONSULTATION.

DANIEL PRESSEY
REALTOR®
DRE#02331043
W REAL ESTATE



WINERY EXITS



707.225.1831



daniel@wineryexits.com



WineryExits.com



CONFIDENTIALLY CONNECTING EXTRAORDINARY PROPERTIES WITH EXTRAORDINARY BUYERS.

W

WINERY EXITS

CONFIDENTIAL.
STRATEGIC.
RESULTS-DRIVEN.



DANIEL PRESSEY
REALTOR®
DRE#02331043
W REAL ESTATE

A FOUNDER'S PERSPECTIVE

After more than two decades in the wine industry and a lifetime as an entrepreneur, one thing became increasingly clear.

Many winery, vineyard, and wine brand owners would consider the right opportunity if it presented itself. The challenge was rarely a lack of interest. More often, it was the process.

For many owners, the choices felt binary. Continue operating as they always had, or publicly market one of the most significant assets they had spent years building. For those who simply wanted to understand their options, there was rarely a clear path between those two extremes.

Confidential transactions have always been part of the wine industry. They happen through trusted relationships, private conversations, and established professional networks: Winery Exits was never created to replace that process. It was created to provide owners with a confidential, organized way to explore their options before deciding whether to bring a property or business to the open market.

That philosophy continues to guide everything we do. Whether through an Enhanced Seller Report, confidential buyer matching, or strategic representation, the objective is the same: to help owners make informed decisions with confidence and discretion, on their own timeline.

Thank you for taking the time to read this guide. I hope it provides valuable insight into the philosophy behind Winery Exits and the opportunities available to owners considering a future transition.

Daniel Pressey

Daniel Pressey
Founder, Winery Exits

