



NEWS

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Willowsford, One of the Largest Agri-hoods in the U.S., Reports Record Sales for 2017

Families flock to farm life and neighborhood amenities

ASHBURN, Va., Dec. 6, 2017—Willowsford, a unique new-home community just outside of Washington, D.C. in Loudoun County, is one of the largest agri-hoods in the U.S. and one of the most sought-after communities in the country.

Opened in 2011, some builders initially looked at the community and then walked away stating that lots were too expensive and homebuyers would never go for a community with a farm-to-table theme. With record breaking sales year-over-year, even in a slowed economy, Willowsford has proven those builders wrong and has become a national model for developers across the country including North Carolina and Texas. Homebuyers have voted with their wallets and their hearts and sales numbers continue to grow. The other interesting aspect at Willowsford is that home turnover is very low with few resales.

For the builders who did sign on at Willowsford, sales have been tremendous. More than 1,350 homes have been sold since the community opened close to the end of 2011. The majority of buyers are families with parents between the ages of 30 and 49. Willowsford will end 2017 with record sales of more than 450 homes, up 47 percent over 2016.

“Most Willowsford buyers come from around the Washington region, but there are some from outside the area” explained Stacey Kessinger, vice president of marketing at Willowsford. “We have some buyers who are moving out from Arlington and Alexandria, who want to be further out and raise their families in a simpler and more rural environment, and a higher number of relocation buyers from outside the area year after year.” While Willowsford has 4,000 acres with 2,000 acres in conservation, it is far more than just a rural location. Willowsford Farm, a 300-acre farm and farm staff provide the community with fresh produce, eggs, chicken, and pork along with home cooking instructions and actual cooking classes by the Willowsford Culinary Director (who came from the renowned Inn at Little Washington). Classes are held in the beautiful, fully-amenitized community centers with indoor demonstration kitchens and outdoor kitchens adjacent to expansive gardens and patios. The community also has a Lifestyle Director, resort-style pools and cabanas; dog parks; a 7-acre lake with canoes; more than 40 miles of trails for biking, hiking and running and active outdoor programming; fitness centers, and more.

“I relocated to Northern Virginia from Connecticut and we rented in the area for several years while searching for the perfect community,” said resident Kate Gonzalez. “The idea of living in a beautiful new home with a working farm just down the street and the culinary program led by one of the area’s top chefs, sold us. I’ve never felt more connected to the land and to my neighbors than I do living in Willowsford.”

Resident Vicky Norland adds, “We can’t imagine a better place for our children to grow up.”

In addition to integrating natural landscapes in the land plan, Willowsford instituted residential design guidelines requiring builders to provide unique designs for the community while staying true to select architectural styles and using higher quality materials (for example, no vinyl siding is allowed in Willowsford).

Having won “Community of the Year,” for multiple years, Willowsford quickly became a national model for the successful creation of a neighborhood that is much more than just beautiful homes. For many buyers, Willowsford represents the authentic, friendly neighborhood where they grew up. Where children could meet their friends and ride bikes around the community. The farm adds another interactive level where the neighborhood kids can learn from the farmers about how to plant and pick vegetables, tend to goats, collect eggs, etc. They can also attend Camp Willowsford and participate at the farm as well as learn culinary skills. “This is where families, young professionals and empty nesters are buying because Willowsford is so much more than our homes,” added Kessinger. “It’s about buying into a lifestyle and lifetime experience.”

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About Willowsford

Willowsford is a naturally planned new home community in Loudoun County, Va. which is inspired by Virginia's strong agricultural heritage. The 4,000-acre community has 2,000 acres of conservancy-managed natural open space, including a 300+ acre farm, forests and parklands and connected by more than 40 miles of nature trails. Architectural designs for homes in Willowsford are exclusive to the community. For more information, visit www.willowsford.com or call 571-252-3975.