



Bob Gregg

With just over two years in vineyard and land brokerage, Bob Gregg is a relative new-comer. But in those two years with an established Sonoma County vineyard advisory firm, Bob has immersed himself in the business of buying and selling land for the wine industry.

Not satisfied with conventional methods in brokering land—or in any other business he's pursued—Bob believes in constantly innovating to provide service well beyond the norm. This involves being a keen observer of markets and identifying real needs. He has applied this philosophy to career pursuits over 25 years in business.

Prior to entering real estate in early 2008, Bob brought innovation to the business of securities trading, becoming a self-taught stock trader and entrepreneur in 1995. While developing a proprietary trading methodology, he built a trading firm with offices in four major US markets with 75 traders at its peak. Throughout his career, he has incorporated systems development and database management to solve business problems and enhance decision making. In his partnership with David Carciere at Vice Properties, he is applying this technical approach with the same intensity and focus.

Bob has been developing skills in sales, marketing and customer relations since early in his career in Silicon Valley, where he spent nearly a decade working with top firms including Microsoft and Apple Computer. He has a Bachelor of Science degree in Business Administration from Southern Oregon University in Ashland, Oregon.

VICE
PROPERTIES