

4,000-Acre Florida Ranch Hits Market for \$26.3 Million

The Property Offers an Opportunity for Income



A 4,047-acre ranch in DeSoto County, Florida, with two houses, two horse barns, and 1900-acre agricultural land, is on the market for \$26.3 million.

By Fang Block

An ultra-large ranch in southwest Florida’s DeSoto county that blends recreation, natural beauty and income potential has hit the market for \$26.3 million.

The 4,047-acre property, known as BR Ranch, includes 1,900 acres of grass and field for cattle and agriculture, two houses, two horse barns and multiple ponds for fishing, according to the listing with Kohler & Associates.

"This ranch has the old, early 1800s Florida feel: completely pristine, natural and gorgeous," said Mr. Kohler, owner of the brokerage. "It’s also full of life, you can find every type of imaginable birds, especially during the winter time."

There are two main houses on the ranch, The Cypress Lodge and The Ranch House. It was listed last month.

The 2,900-square-foot lodge has three bedrooms, three bathrooms, a living room with a stone fireplace, an open dining area that spans the indoor and outdoor, and an office area that doubles as a hunting gear room. Throughout, the lodge features pine and cypress walls, ceilings and floors.

The Ranch House, also known as The Ponderosa, has 3,037 square feet of living space including four bedrooms, three-and-a-half bathrooms, a living room with a stone fireplace, a kitchen with granite countertops, and stainless appliances and a screened-in pool.

The ranch has great potential for income generation. Currently, more than 300 acres are leased at \$500 per acre to produce tomato, watermelon, various vegetables, hay and sod.

Current owners, Michael and Joyce Baron, are early developers of Naples, Florida, according to Mr. Kohler.

"The Borans were major players in the growth of South Florida for decades. They could have picked a host of ranches to entertain their clients and this is the one that he hand-picked," he said.



There are 1,900 acres of grass and fields for cattle and agriculture. Currently 300 acres are leased at \$500 per acre with additional opportunities available.

Mr. Baron was instrumental in building many high-rises in Naples and owns a lot of land in southwest Florida. In 2016, he sold a 2,500-acre plot of land in North Naples to another billionaire developer and investor, Jeff Greene, for \$38.5 million, according to published reports.

Mr. Baron could not be reached for comment. Per Mr. Kohler, the Barons are selling the ranch because they are at an age to "slow down."

Photos courtesy of Kohler & Associates