

Home Guide

SAN FRANCISCO CHRONICLE AND SFCHRONICLE.COM | Sunday, June 1, 2025

SPONSORED CONTENT

The Art of the Debut

When an Academy Award-winning director decided to sell his Kent Woodlands estate, it took a creative collaboration with top agent Alisa Knobbe Wynd and leading staging and design firm Green Couch to debut the property for its global premiere. We take a closer look at the art of luxury home preparation and design with the dynamic duo behind 69 Rock Road.

Alisa Knobbe Wynd: We had a very exciting opportunity with bringing 69 Rock Road to market. The property is one of the most stunning lots in Kent Woodlands with incredible views of Mt. Tamalpais, the San Pablo Bay, vistas of the East Bay, and a peek of the San Francisco skyline. The sellers are very artistic, the husband is an Academy Award-winning film director in fact, and during the time they lived there the house was filled with cool and eclectic modern art. They had chosen finishes with color and whimsy. I wanted to partner with the best in the business to prepare the home and keep it true to its appeal. That's when I turned to Green Couch.

Green Couch: Working with Alisa, the vision for this property was apparent. That meant honoring the casual indoor-outdoor vibe of the home while infusing it with a modern edge to achieve a design that speaks to a sophisticated buyer who values both comfort and style. We



JASON WELLS PHOTOGRAPHY

The five-bedroom Kentfield home basks in sunlight and frames views of Mt. Tamalpais.

know home staging is more than just pillows and paint, and so do our clients like Alisa. Thoughtful staging transforms not just the space, but the entire selling experience.

AKW: We wanted the staging to reflect that vibe while also creating broad appeal to different types of buyers. I didn't want a generic "black and white" house that looked like every

other staged house, and I specifically asked Green Couch to be sure to include color, textures, and elevated art worthy of this property.

They also managed all as-

pects of prep, including refinishing and adding hardwood floors, paint throughout, new light fixtures, and more. It was a

Continues on J18

HOT PROPERTY

SPONSORED CONTENT

Details

Address: 69 Rock Rd.,
Kentfield.

Price: \$12.5 million.

From page J17

totally seamless process. I especially loved their bold use of color in painting built-in cabinetry in the office and den. The process was a collaboration over a year in the making.

GC: Green Couch first walked this home a year and a half ago with our Principal, Jeff Schlarb, and from the beginning, our goal was clear: create a space that felt light, livable, and distinct — something that wouldn't blend into the sea of neutral staging but instead feel personal and full of possibility.

To support this, we implemented a thoughtful paint strategy throughout the home. The overall palette was selected in collaboration with Alisa, keeping the bones mostly neutral while introducing bold, curated moments. The family room cabinets for example, were painted in Chimichurri — a deep, confident hue that anchors the space while still allowing the expansive mountain views to take center stage. In contrast, the powder room vanity was refreshed in Rustique, offering an earthy, grounded pop in a smaller space. The kitchen cabinets displayed nicely in Greenwich Gate and the craft room was brightened with a clean white for a fresh, unified look.

AKW: I worked closely with Green Couch as paint and finishes were selected and during the staging installation, and our partnership allowed the house to truly shine. The final product enhances the incredible features and quality of the property, maintains a sense of fun and casual living, and created a wow factor that has excited a range of different types of buyers —



JASON WELLS PHOTOGRAPHY

Above: The backyard hosts a covered veranda, as well as a pool and spa. **Right:** The custom-designed office was featured in the *New York Times*.

from young families to empty nesters.

In addition to the home's stunning interiors we curated, the property includes a pool, sauna, gym, movie theater, craft room, huge playroom, detached studio with plans for an ADU, three-car garage, whole-house solar, and more. It's over 8,500 square feet of living space on one acre, five bedrooms, five-full and two-half baths, plus an office. Over the years, the sellers made countless improvements and upgrades, all with the



HOT PROPERTY

SPONSORED CONTENT

highest quality and consideration. Most recently they completed a total upgrade of the outdoor spaces, including an incredible outdoor kitchen, Renson structure pergolas, Galanter and Jones heated seating, fire pits, and more.

GC: With all these ample spaces and opportunities, we styled this five-bedroom, indoor-outdoor property to combine the best of bespoke design with the ease of comfortable living for a magazine-worthy staging. At every step, we made choices to modernize, unify, and infuse the home with character — without overwhelming it. The result is a space that feels elevated and full of life, while still allowing room for a new story to begin. The use of custom artwork throughout — from calming pieces in the family room and primary bedroom, to playful chalkboard illustrations in the kids' rooms and mudroom — adds texture and personality. These finishing touches, created by our in-house artist, bring cohesion and charm.

AKW: In our high-demand market with discerning buyers, it's critical to partner with the best. Green Couch has a sterling reputation and has been in business 23 years, staging large homes and luxury properties with high style, efficiency and professionalism, and it was truly a pleasure to collaborate with them on this project.

GC: Working with Alisa on this property was a joy and a chance for us to both flex our visions and expertise. We always put our clients' needs first which has resulted in positive client relationships and a stable of repeat clients (as well as new ones.) We offer full-service staging, home improvements and luxury leasing. With a proven track record, our partnerships with top realtors across the SF Bay Area consistently lead to homes selling faster, often over asking and in under 30 days. Contact us to create a market-ready master-



JASON WELLS PHOTOGRAPHY

Above: The eat-in kitchen includes stainless appliances, Kentucky Bluestone counters and Heath tile. **Right:** The Kentfield Residence includes a home theater.

piece together.

AKW: We welcome qualified buyers to come have a look at this Kent Woodlands oasis.

Learn more at www.69RockRoad.com.

Listing agent: Alisa Knobbe Wynd, Golden Gate Sotheby's International Realty, 415-298-4037, a.wynd@ggsir.com, DRE# 01342736.

Staging by: Green Couch Staging & Design, www.greencouch.com, 636 Potrero Ave., San Francisco, CA 94110, 415-885-7966, info@greencouch.com.

