



## THE RANCH

SERAFINA, NEW MEXICO | 3,425 ACRES | \$18,800,000

RFD-TV “The Ranch” is truly where the Old West, Southwest style, and Luxury intersect with superior access, privacy, and infrastructure to facilitate an event venue/private estate with demanding technological needs. Formerly known as the Imus Ranch, The Ranch is best described as a ranch compound capable of handling large events with a “pillow count” of 35+. Ideally set up for entertainment and events, The Ranch has been the set for numerous corporate events, commercial shoots, and western events not to mention its history under the Imus family benefiting children with cancer. The Ranch is being offered turnkey, ready to entertain and recreate this summer.

The Ranch with nearly 70,000 square feet of built improvements, western-themed sets, production-ready infrastructure, and a broadcast-quality media studio, is uniquely positioned as a turnkey filming location or satellite production base. Its cinematic terrain, secure and private access, and event-scale accommodations further support its appeal to studios, networks, and independent producers looking to capitalize on New Mexico’s lucrative incentives and expanding media ecosystem.





## LOCATION & ACREAGE

The Ranch is located in the rural community of Serafina, NM, about 15 miles southwest of Las Vegas, NM (private jet airport), and approximately 40 miles southeast of Santa Fe, NM (commercial airport).

The Ranch's location near Interstate 25, with a private entrance off the frontage road, provides for easy privately maintained access. Easy private access along with superior seclusion is a rare combination on western ranches.

With a total of 3,425 acres including 2,535 deeded acres and 890 acres State of New Mexico lease land, the ranch has "room to roam" and "room to grow". The diverse topography, rock outcroppings, land cover and vegetation also provide great seclusion as well as vistas. There are several miles of improved roads as well as numerous jeep and ATV trails on the ranch. A secluded fishing pond and shooting range are easily accessed from the ranch compound.





## HISTORICAL SIGNIFICANCE

Historically significant is the fact that the Santa Fe Trail (circa 1821 - 1880) passes through the ranch.

The Santa Fe Trail was America's first commercial highway. Traders established the trail—which connected Missouri to Santa Fe, New Mexico and covered some 900 miles of the Great Plains—in 1821. Before its demise due to the completion of the Santa Fe railroad, the Santa Fe Trail served as a thoroughfare for countless traders, pioneers and America's military, and it played a crucial role in America's westward expansion.

## FILM & PRODUCTION INCENTIVES

New Mexico is widely recognized as one of the top film production destinations in the U.S., offering a 25% to 35% refundable tax credit on qualified in-state expenditures. Productions that utilize rural locations like San Miguel County, hire New Mexico residents, or film at certified facilities are eligible for additional bonuses. Additionally, just two hours south of the ranch, Netflix operates a major studio hub in Albuquerque—its first U.S. production facility—which has accelerated the state's prominence in the industry and increased demand for nearby, high-quality filming locations.

## WATER RESOURCES & FIRE SUPPRESSION SYSTEM

There are seven wells that serve The Ranch. Two wells supplement two separate stocked fishing ponds. There is also a 50,000-gallon water storage tank with a backup generator system that provides water for all of the improvements, including sprinklered fire suppression systems. Given the luxury quality of improvements, and the vast number of improved square footage, each improvement structure on the ranch is equipped with a highly improved fire suppression system that is routinely tested.





## IMPROVEMENTS

The Ranch boasts nearly 70,000 sf of building improvements together with a host of additional infrastructure highlighted as follows:

- Grand Hacienda – Main Residence (14,672 sf, 11 bedrooms, 12 bathrooms, 2 half-baths, detached 8-car garage, heated swimming pool, courtyard with viewing balcony)
- Old Western Village – General Store, Art/Studio (large recreation room and Radio/TV broadcasting sound room and setup), Three separate bunkhouses, Saloon (saloon reception area with four bedrooms), Office/Jail (separate offices and conference room)
- Three (3) separate ancillary residences
- Maintenance Barn/Shop -6,175 sf (concrete floor, office, large overhead doors, heated with ample storage area)
- Large Equipment Shed – 6,400 sf open sided shed specifically designed for large equipment
- 12,000 sf indoor arena
- 300x161 outdoor arena – ideal for cutting, reining and separate team roping and calf roping setup
- Multiple outdoor round pens
- Horse Barn – 9,000 sf (25 stalls with outdoor runs and automatic waterers, Veterinarian suite with bull bath and kitchen, office, tack room, wash stall, and feed room)
- Hay Barn – 5,000 sf with concrete floor and attached 6,000 sf overhang covering livestock corrals and chute facilities)
- Greenhouse – 3,000 sf (metal framed, concrete/dirt flooring, evaporative cooling system with large exhaust fans)
- Multiple livestock sheds associated with the corrals and paddocks (mostly with automatic waterers). The improved area is meticulously landscaped to match the western theme.
- A well-designed road system around the improvements as well as water and fire suppression infrastructure complete the compound.

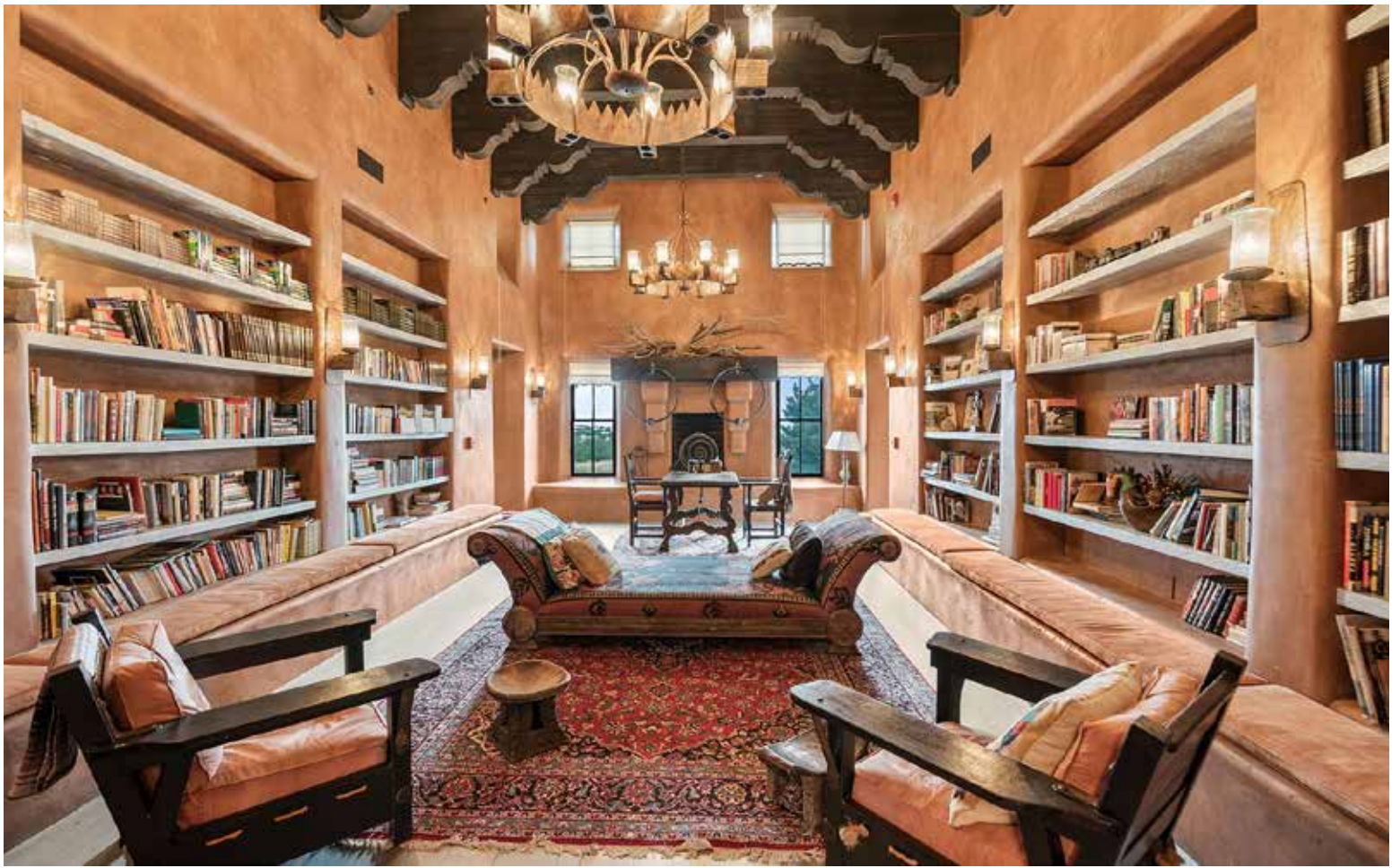
























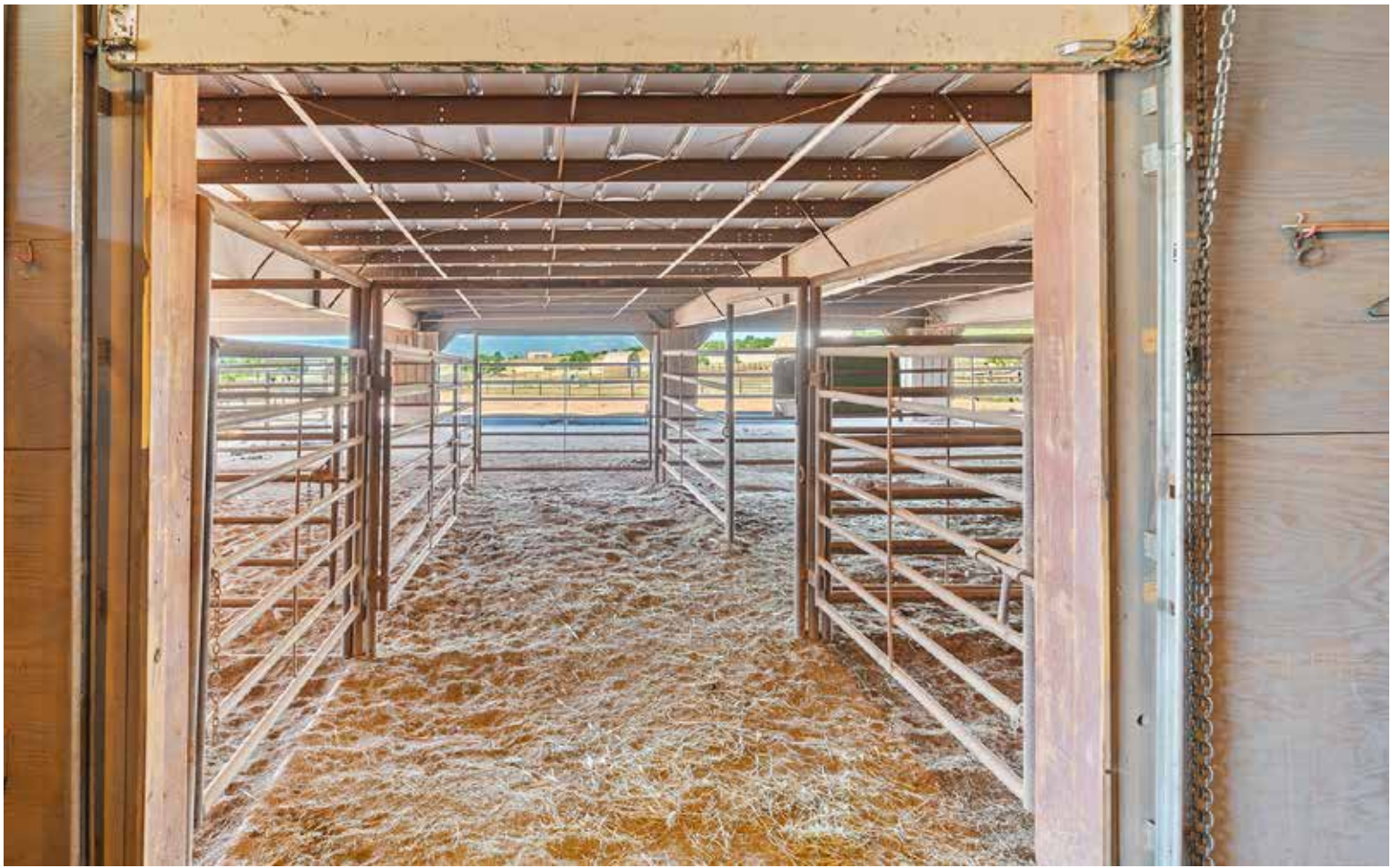


























## LOCALE

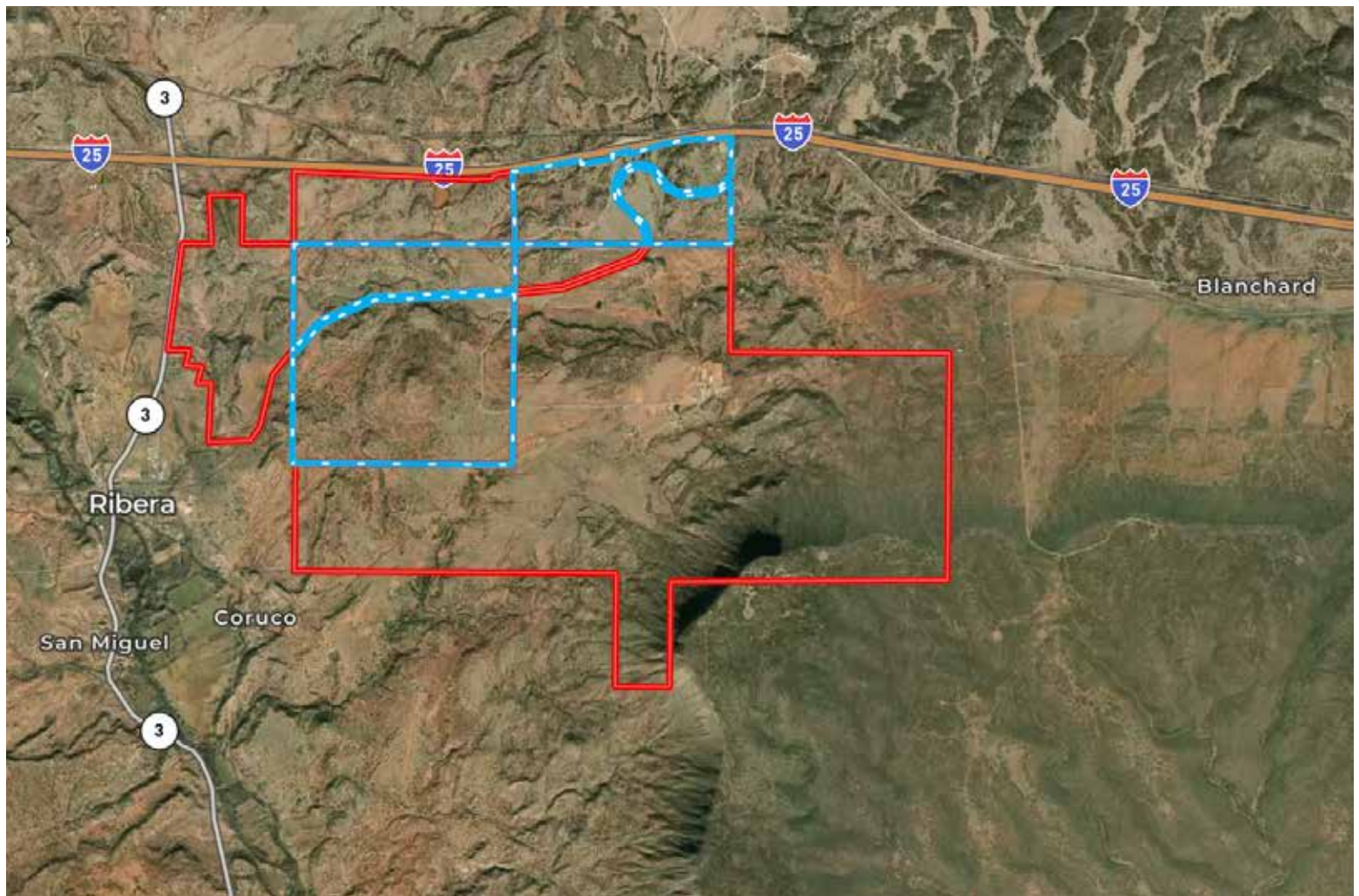
The area is highlighted by Sante Fe and its renowned Southwestern style jewelry and art displays, shopping and museums. Visiting Sante Fe one will enjoy luxurious lodging, spas and southwestern Cuisine. History runs deep in the Southwest with an illustrious history involving Indian, Spanish and American cultures. The historical significance of nearby Las Vegas, NM stems from the Sante Fe Trail, which also passes through the ranch on its way to its destination in Sante Fe.

The Southwest culture invokes its own historical style, with New Mexico offering its own lore. By adding in New Mexico's magical skies with pastel sunsets and sunrises and star filled nights one will always have fond memories of New Mexico and its mystique.

The Ranch is defined by and benefits from the natural and cultural amenities offered in this Southwest locale.

## SUMMARY

The Ranch is an exceptional ranch estate and compound. Ideally designed for equestrian and western-themed events, the versatility of the property allows for any number of private and commercial events, including a turnkey filming location or satellite production base. With accommodation and infrastructure to host and entertain large groups, this iconic ranch property is ideally suited as a venue for western sporting events, corporate gatherings, or as a private recreational retreat. Steeped in New Mexico's Southwestern history and culture, The Ranch is a turnkey, one-of-a-kind legacy holding in an unforgettable setting.



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