



FireRock Station, LLC For Sale In Sugar Grove North Carolina USA



Agent Info

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Listing details

Property for: Sale
Price: EUR 7,402,500

Location

Country: United States
State/Region/Province: North Carolina
City: Sugar Grove
ZIP code: 28679
Posted: Apr 14, 2026

Description:

FireRock Station, LLC For Sale In Sugar Grove North Carolina USA

Esales Property ID: es5555007

161 Firerock Station Trail
Sugar Grove
North Carolina
28679
United States of America (USA)

The Pinnacle of Blue Ridge Luxury: FireRock Station Estate & Venue

Nestled in the rolling emerald hills of Sugar Grove, North Carolina, FireRock Station represents a rare fusion of high-end residential living and a thriving, turn-key commercial enterprise. Spanning an impressive 46.5 acres of pristine Appalachian landscape, this estate is not merely a property; it is a landmark. Known throughout the High Country as a premier destination for weddings, corporate retreats,



concerts, and milestone celebrations, FireRock Station offers a sophisticated lifestyle investment for those seeking a sanctuary that pays for itself.

The Main Residence: A Masterpiece of Mountain Modern Design

The crown jewel of the living quarters is the primary residence, a home designed with scale, luxury, and versatility in mind. This is not a traditional mountain cabin; it is a sprawling architectural feat tailored for housing and multi-generational comfort.

The home features three expansive bedrooms and 4.5 luxurious bathrooms, but its true genius lies in its spatial configuration. To maximize utility and privacy, each guest room includes integrated living and sleeping loft areas, allowing the residence to comfortably accommodate up to 18 guests.

Entertainment is woven into the fabric of the home. A state-of-the-art private movie theater provides a cinematic escape, while the massive, climate-controlled garage is a marvel of its own. Engineered with soaring ceilings and extra-wide bays, the garage is designed to house a full-sized Travel Trailer or luxury RV indoors, ensuring your adventure vehicles remain protected from the elements while providing a seamless transition for travelers.

The Venue: A Trio of Exceptional Event Spaces

FireRock Station has built an enviable reputation as a versatile event hub. The infrastructure is meticulously planned to handle everything from intimate 'micro-weddings' to large-scale public concerts. The property features three distinct gathering structures:

1. **The Event Barn & Bunkhouse** The heart of the commercial operation is the rustic-yet-refined Event Barn. Far more than a hall, this facility is a fully functional hospitality suite. It houses two dedicated bunk rooms that sleep an additional 14 people, making it an ideal 'bridal suite' or lodging for corporate teams.

* **Professional Amenities:** A full-sized chef's kitchen and two full residential bathrooms, complemented by two high-capacity commercial restrooms.

* **Storage Solutions:** Extensive cold-storage and room-temperature staging areas allow for seamless catering operations, regardless of event size.

2. **The Event Pavilion: The Ultimate Outdoor Kitchen** Designed for the connoisseur of outdoor entertaining, the Pavilion is a masterpiece of culinary utility. It is equipped with a custom-built grill, under-counter (UC) refrigeration, a dedicated UC wine cooler, and a kegerator for draft beverages. To ensure service excellence, the space includes professional heating and cooling drawers, allowing hosts to maintain perfect temperatures for hors d'oeuvres and refreshments throughout the evening.

3. **The Event Tent** For larger galas and summer celebrations, the expansive event tent provides a romantic, airy atmosphere that puts guests in direct contact with the breathtaking North Carolina scenery while providing protection from the elements.

The Land: 46.5 Acres of Appalachian Splendor



The true value of FireRock Station lies in its acreage. The 46.5-acre expanse offers a mix of manicured event grounds, lush meadows, and forested privacy. Whether you are walking the grounds or viewing them from the gallery at www.firerockstation.com, the visual impact of the property is undeniable. The elevation provides cool mountain breezes in the summer and a front-row seat to the world-famous autumn foliage of the Blue Ridge Mountains.

This vast acreage also provides significant 'blue ocean' potential for the next owner. With nearly 50 acres at your disposal, there is ample room to expand the business by adding luxury glamping sites, additional tiny-house rentals, or even a boutique vineyard, further capitalizing on the booming tourism industry in Watauga County.

Location & Accessibility

Located in the serene enclave of Sugar Grove, FireRock Station offers the 'best of both worlds.' It provides the profound silence and privacy of the country, yet it is situated just minutes from the vibrant culture of Boone and the academic energy of Appalachian State University. Residents and guests can enjoy world-class trout fishing in the nearby Watauga River or take a short drive to the ski slopes of Beech and Sugar Mountains.

For those traveling from Afar, the property is remarkably accessible:

* Tri-Cities Regional Airport (TRI): Located approximately 50 miles away, offering a scenic 75-minute drive.

* Charlotte Douglas International Airport (CLT): A major international hub located roughly 100 miles (2 hours) to the southeast, providing global connectivity for international clients and wedding parties.

A Turn-Key Legacy Opportunity

FireRock Station is being offered as a comprehensive package. From the established brand and digital presence to the sophisticated infrastructure and luxurious residential quarters, the groundwork has been laid for a seamless transition.

Whether you envision yourself as the owner of the region's most sought-after wedding venue or you are looking for a private family legacy estate with unmatched amenities, FireRock Station stands alone.

Discover the full potential of this extraordinary estate. Explore the high-resolution imagery and detailed property specifications at www.firerockstationforsale.com.

You can contact the agent directly on Sam Benfield samsellsboone@kw.com +1 – 828-406-4110

ABOUT THE AREA

Sugar Grove is a serene, unincorporated community nestled in the High Country of Watauga County, North Carolina. Established in 1837 and named for the abundant sugar maple trees that grace its landscape, the area is defined by its rolling hills and the gentle flow of Cove Creek. It offers a peaceful,



rural atmosphere just west of the bustling college town of Boone, making it a favored retreat for those seeking the quiet beauty of the Blue Ridge Mountains.

The heart of the community revolves around the Historic Old Cove Creek School , a stately stone building listed on the National Register of Historic Places. This landmark serves as a cultural hub, hosting local events like the annual MusicFest 'n Sugar Grove, which celebrates the region's deep-rooted bluegrass and acoustic music traditions. The community's heritage is further preserved through local institutions like the Cove Creek Store, a quintessential rural general store that has served generations of residents.

Outdoor enthusiasts find Sugar Grove to be an ideal base for exploring the Watauga River, which is renowned for its excellent trout fishing and scenic kayaking. The surrounding area is characterized by high-elevation views and winding mountain roads that lead to the Tennessee border. During the autumn, the landscape transforms into a vibrant tapestry of reds and golds, as the maples that gave the town its name put on one of the most spectacular foliage displays in the state.

For travelers visiting the region, the nearest major commercial hub is Tri-Cities Regional Airport (TRI) , located about 50 miles northwest in Blountville, Tennessee, which offers a roughly 75-minute drive through scenic mountain passes. Alternatively, Charlotte Douglas International Airport (CLT) is approximately 100 miles to the southeast, providing a wider array of international and domestic flights for those willing to make the two-hour drive into the heart of the Appalachians

MAIN FEATURES:

- * 930m2 of living space
- * 188179m2 plot
- * 7 Bedrooms (sleeping 22 people)
- * 6 Bathrooms
- * Stunning Views
- * Private Parking
- * Private Garden
- * Close to essential amenities such as supermarkets and pharmacies
- * Close to many excellent bars and restaurants
- * Great base from which to discover other fantastic areas of the USA
- * Many excellent sports facilities, walking and cycling areas nearby
- * Rental Potential through Airbnb and Booking.com

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Common

Bedrooms:	7
Bathrooms:	6
Finished sq. ft.:	930 sq m
Lot Size:	188179 sq m



Utility details

Heating: Yes

Lease terms

Date Available:

Contact information

IMLIX ID: IX8.385.710

