



Vinifera Homes

Q2 2026 Guerneville Market Analysis

Who We Are



Harman Nagi

Head of Operations



Anish Patel

Head of Owner Relations

How We're Different



The short term game is not new to us.

Decades of experience running hotels, since well before AirBnB.



No intention to manage hundreds of properties, so we can continue to provide the **personalized attention our clients deserve.**



We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.



We actually love what we do.

Guerneville Market Snapshot



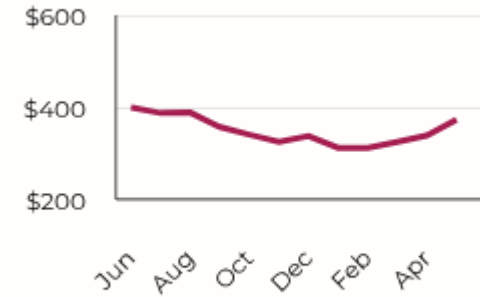
Demand Metrics



Revenue

Annual (YoY): \$60K(+2%)

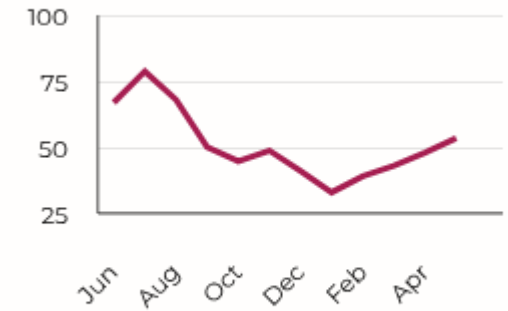
May'26 / May'25 : (+5%)



ADR

Annual (YoY): \$361(-1%)

May'26 / May'25 : (+2%)



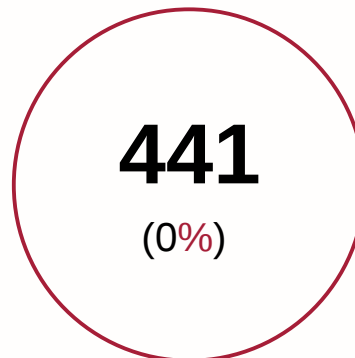
Occupancy

Annual (YoY): 51% (+2%)

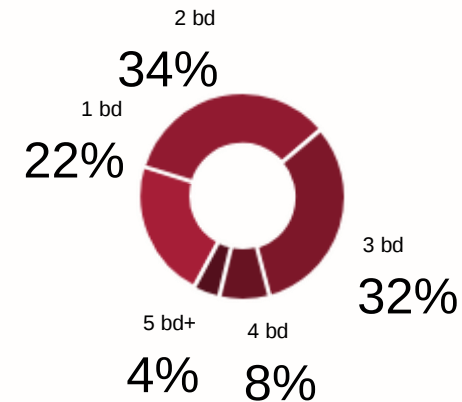
May'26 / May'25 : (+4%)

Supply Metrics

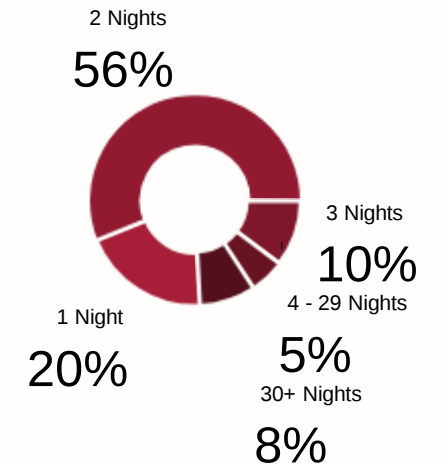
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Guerneville Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$106,073	\$476	69%	4.9 (33)	3	6	✗	✓	★★★	★★	★★
Comp 2	\$102,425	\$403	85%	5 (62)	3	6	✗	✓	★★	★★★★	★★
Comp 3	\$101,965	\$502	74%	5 (46)	3	6	✓	✓	★★	★	★
Comp 4	\$89,923	\$420	72%	4.9 (165)	3	6	✗	✓	★★★★	★	★★
Comp 5	\$85,580	\$450	53%	4.95 (38)	3	6	✓	✓	★★★★	★★	★★
Comp 6	\$83,814	\$448	60%	4.9 (192)	3	6	✗	✓	★★★★	★★	★
Comp 7	\$83,604	\$438	59%	4.9 (85)	3	6	✗	✓	★★	★	★
Comp 8	\$82,096	\$520	45%	5 (25)	3	6	✓	✓	★★	★★	★★
Comp 9	\$80,894	\$522	55%	4.7 (66)	3	6	✗	✓	★★	★	★
Comp 10	\$77,961	\$424	57%	4.95 (212)	3	6	✗	✓	★★	★★	★
Comp 11	\$77,109	\$371	62%	4.95 (103)	3	6	✗	✗	★★★★	★	★
Comp 12	\$74,022	\$548	38%	4.85 (87)	3	6	✗	✗	★★	★★	★★
Comp 13	\$73,370	\$356	65%	4.75 (230)	3	6	✗	✓	★	★	★★
Comp 14	\$72,987	\$397	52%	4.9 (176)	3	6	✗	✓	★	★★	★★
Comp 15	\$72,511	\$344	66%	4.8 (197)	3	6	✗	✓	★	★	★
Comp 16	\$71,513	\$402	71%	4.8 (16)	3	6	✗	✓	★	★★	★
Comp 17	\$71,155	\$290	68%	4.8 (61)	3	6	✗	✗	★	★	★
Comp 18	\$70,856	\$349	76%	4.85 (211)	3	6	✗	✓	★★	★★	★
Comp 19	\$70,516	\$427	48%	4.9 (68)	3	6	✗	✓	★★	★	★

Competitive Analysis - 4 BRs that Sleep 8

Guerneville Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$146,721	\$797	52%	4.85 (61)	4	8	×	✓	★★	★★★★	★★
Comp 2	\$132,101	\$722	53%	4.85 (200)	4	8	×	✓	★★	★★	★★
Comp 3	\$131,577	\$822	57%	4.8 (48)	4	8	×	✓	★★	★★★★	★★
Comp 4	\$126,311	\$665	63%	4.95 (56)	4	8	×	×	★	★	★★
Comp 5	\$118,038	\$703	47%	4.95 (116)	4	8	×	✓	★★★★	★★	★
Comp 6	\$100,592	\$751	43%	4.9 (137)	4	8	✓	✓	★★	★★	★
Comp 7	\$92,107	\$653	44%	4.9 (203)	4	8	✓	✓	★★	★	★★
Comp 8	\$91,775	\$642	41%	5 (174)	4	8	×	✓	★★	★	★
Comp 9	\$91,269	\$634	45%	4.85 (26)	4	8	×	✓	★★	★	★
Comp 10	\$86,503	\$527	52%	4.55 (28)	4	8	×	✓	★★★★	★★	★
Comp 11	\$78,560	\$542	42%	4.85 (140)	4	8	×	✓	★★	★★	★★
Comp 12	\$73,704	\$635	41%	4.85 (76)	4	8	×	×	★★	★★	★★
Comp 13	70201	\$763	27%	4.95 (315)	4	8	×	✓	★★	★★	★★

Competitive Analysis - 5 BRs that Sleep 10+

Guerneville Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$217,292	\$1,293	57%	5 (74)	5	12	✗	✓	★★	★★★★	★★
Comp 2	\$137,785	\$591	69%	5 (59)	5	12	✓	✓	★★★★	★★	★★
Comp 3	\$132,571	\$1,096	34%	4.75 (129)	5	12	✗	✓	★★★★	★★	★★
Comp 4	\$108,371	\$450	79%	4.8 (310)	5	10	✗	✓	★★★★	★	★★
Comp 5	\$107,747	\$804	38%	4.85 (92)	5	10	✗	✓	★★★★	★★	★★
Comp 6	\$96,362	\$1,025	35%	4.9 (160)	5	12	✓	✓	★★	★	★
Comp 7	\$95,731	\$439	60%	4.75 (219)	5	10	✗	✓	★★	★★	★
Comp 8	\$92,252	\$1,085	33%	5 (179)	5	10	✓	✗	★★	★★	★★
Comp 9	\$92,053	\$761	34%	4.9 (219)	5	12	✓	✓	★★	★	★
Comp 10	\$89,087	\$909	31%	5 (24)	5	8	✗	✗	★★	★★	★★
Comp 11	\$85,759	\$645	38%	4.75 (148)	5	10	✗	✗	★★	★	★★

Percentile Analysis of Guerneville City

Last 12 Month Vacation Rental Performance

Percentile	50th	60th	70th	80th	90th	95th
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Median Revenue	3 bed	\$62,014	\$65,339	\$72,042	\$82,724	\$98,097	\$104,513
	4 bed	\$82,803	\$91,269	\$102,800	\$122,479	\$132,982	\$146,920
	5 bed	\$95,731	\$98,639	\$107,997	\$122,891	\$136,742	\$169,588

vs. 50th percentile	3 bed	0%	5%	16%	33%	58%	69%
	4 bed	0%	10%	24%	48%	61%	77%
	5 bed	0%	3%	13%	28%	43%	77%

What does this data mean: Above we are showing properties that perform at various percentiles. A 50th percentile mean that 50% of properties perform worse and 50% of properties perform better. A 60th percentile means 60% of properties perform worst. Importantly, what the data also shows is that **properties managed well enough to be at the 95th percentile do more than twice as well as properties at the 50th percentile.**

How To Set Up Vacation Rentals For Success

Pick your target audience

1

Who are you trying to attract? i.e.: couples for a romantic getaway, small family travelers, adventure seekers, luxury travelers, wine enthusiasts, etc

Design and furnish the home

2

Work with a professional designer who is well-versed in vacation rentals to curate and amenitize the house to attract our target audience and stand out from the crowd

Lifestyle photos

3

Obtain high quality, professionally staged photos that set the scene and showcase the amazing guest experience for your target audience

Deliver an amazing guest experience

4

Build rapport with guests from the moment they book all the way through post-stay follow-up; provide personalized recommendations, guidebook, & quick responses to ensure they feel well taken care of

Build amazing reviews

5

Reviews increase our ranking on Airbnb & VRBO. Both the rating *and* the # of reviews matter. Vinifera collects reviews from 70-80% of guests (vs the industry average of 10-15%)

Strategic, dynamic pricing

6

As we build reviews, we ramp up the property's performance over 12-18 months via constant optimization on pricing and ranking



Contact us



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