

A scenic landscape of rolling hills under a warm, golden sunset sky. The foreground is a field of tall, dry, golden grass. In the middle ground, there are several large, leafy trees, some with autumn-colored foliage. Behind the trees, there are terraced vineyards on the hillsides. The background shows more rolling hills and a forested ridge. The overall atmosphere is peaceful and picturesque.

Vinifera Homes

Q2 2026 Healdsburg 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.**

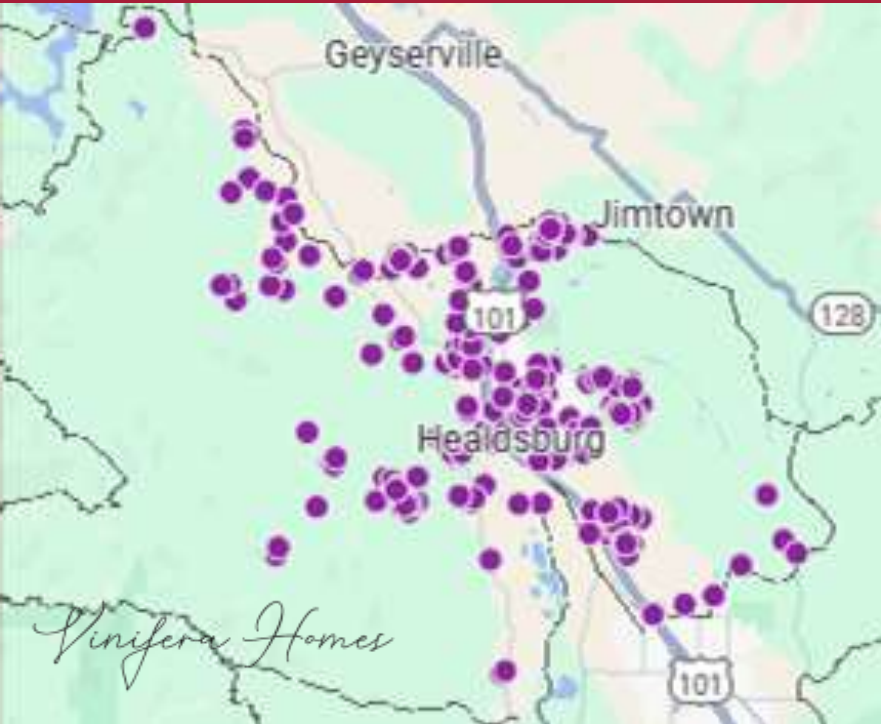


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.



We actually love what we do.

Healdsburg Market Snapshot

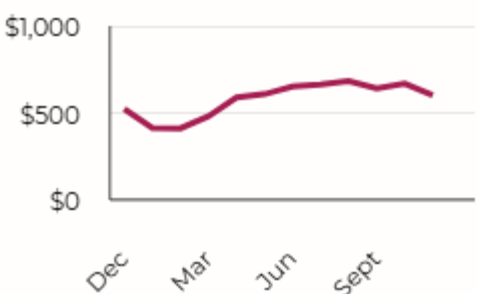


Demand Metrics



Revenue

Annual (YoY): \$96K(+9%)
May'26 / May'25 : (+16%)



ADR

Annual (YoY): \$602(+8%)
May'26 / May'25 : (+6%)



Occupancy

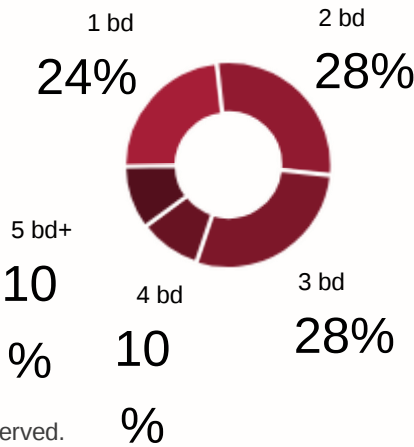
Annual (YoY): 51% (0%)
May'26 / May'25 : (+6%)

Supply Metrics

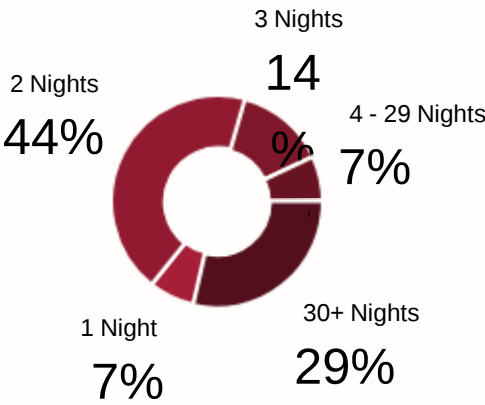
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$298,656	\$1,276	81%	5 (145)	3	6	✓	✓	★★	★★★	★★
Comp 2	\$210,593	\$1,292	59%	4.9 (27)	3	6	✓	✓	★★★	★★	★★
Comp 3	\$191,605	\$983	62%	5 (37)	3	6	✓	✗	★★	★★★	★★
Comp 4	\$144,280	\$874	53%	5 (162)	3	6	✓	✓	★★★	★	★
Comp 5	\$143,639	\$540	82%	4.95 (199)	3	6	✗	✓	★★★	★★	★★
Comp 6	\$135,393	\$667	64%	4.9 (99)	3	6	✗	✓	★★★	★★	★★
Comp 7	\$124,523	\$755	59%	5 (109)	3	6	✗	✗	★★	★	★★
Comp 8	\$114,938	\$858	39%	4.85 (143)	3	6	✓	✓	★★★	★★	★
Comp 9	\$111,551	\$1,062	38%	4.45 (42)	3	6	✓	✓	★★★	★★	★
Comp 10	\$107,046	\$535	62%	5 (280)	3	6	✗	✗	★★★	★★★	★★
Comp 11	\$106,374	\$754	51%	4.95 (42)	3	6	✗	✗	★★★	★★	★★
Comp 12	\$92,980	\$547	48%	4.95 (38)	3	6	✗	✗	★★	★	★★
Comp 13	91556	\$1,308	25%	5 (41)	3	6	✓	✗	★★	★★	★★
Comp 14	85442	\$462	53%	4.9 (66)	3	6	✗	✗	★★★	★★	★★
Comp 15	74788	\$465	85%	5 (25)	3	6	✗	✓	★★	★	★★
Comp 16	72485	\$510	46%	4.95 (47)	3	6	✗	✗	★★	★	★★

Competitive Analysis - 4 BRs that Sleep 8

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$464,350	\$3,545	43%	5 (38)	4	8	✓	✗	★★★	★★	★★
Comp 2	\$213,569	\$2,347	38%	5 (12)	4	8	✓	✗	★★★	★	★
Comp 3	\$174,956	\$1,562	55%	5 (77)	4	8	✓	✓	★★★	★★	★★
Comp 4	\$167,982	\$988	49%	4.95 (83)	4	8	✗	✓	★★★	★★★	★★
Comp 5	\$145,961	\$1,216	37%	4.95 (156)	4	8	✓	✓	★★	★★★	★
Comp 6	\$144,999	\$967	49%	4.9 (54)	4	8	✗	✓	★★	★★	★★
Comp 7	\$138,261	\$1,115	53%	5 (12)	4	8	✓	✗	★★★	★★	★
Comp 8	\$136,397	\$2,526	28%	5 (38)	4	8	✓	✓	★★	★	★★
Comp 9	\$123,600	\$1,288	44%	5 (3)	4	8	✓	✓	★★★	★★	★
Comp 10	\$120,624	\$1,527	38%	4.95 (39)	4	8	✓	✓	★★★	★	★★

Competitive Analysis - 5 BRs that Sleep 8 - 12

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$325,849	\$2,158	48%	5 (73)	5	12	✓	✓	★★★★	★★★★	★★
Comp 2	\$209,405	\$858	78%	4.95 (145)	5	12	✓	✓	★★★★	★★	★★
Comp 3	\$174,562	\$1,313	39%	4.95 (57)	5	8	✓	✓	★★★★	★★★★	★★
Comp 4	\$163,600	\$2,597	23%	5 (38)	5	12	✓	✓	★★	★	★★
Comp 5	\$155,887	\$1,332	40%	5 (155)	5	10	✓	✓	★★★★	★★	★
Comp 6	\$149,912	\$1,401	36%	4.9 (173)	5	10	✗	✗	★	★	★★
Comp 7	\$147,867	\$1,826	34%	5 (201)	5	12	✓	✓	★★★★	★	★★
Comp 8	\$115,343	\$1,099	38%	5 (8)	5	10	✓	✓	★★★★	★★	★★

Percentile Analysis of Healdsburg City

Last 12 Month Vacation Rental Performance

Percentile	50th	60th	70th	80th	90th	95th
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Median Revenue	3 bed	\$95,821	\$106,912	\$115,080	\$134,065	\$151,708	\$183,861
	4 bed	\$145,961	\$160,687	\$182,679	\$217,345	\$249,825	\$326,122
	5 bed	\$149,912	\$155,887	\$163,600	\$174,562	\$209,405	\$267,627

vs. 50th percentile	3 bed	0%	12%	20%	40%	58%	92%
	4 bed	0%	10%	25%	49%	71%	123%
	5 bed	0%	4%	9%	16%	40%	79%

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

 (707) 625 - 7139

 anish@viniferahomes.com