

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 slopes of the hills. The hills in the background are covered in dense green forest. The overall atmosphere is peaceful and picturesque.

Vinifera Homes

Q2 2026 Santa Rosa 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.**

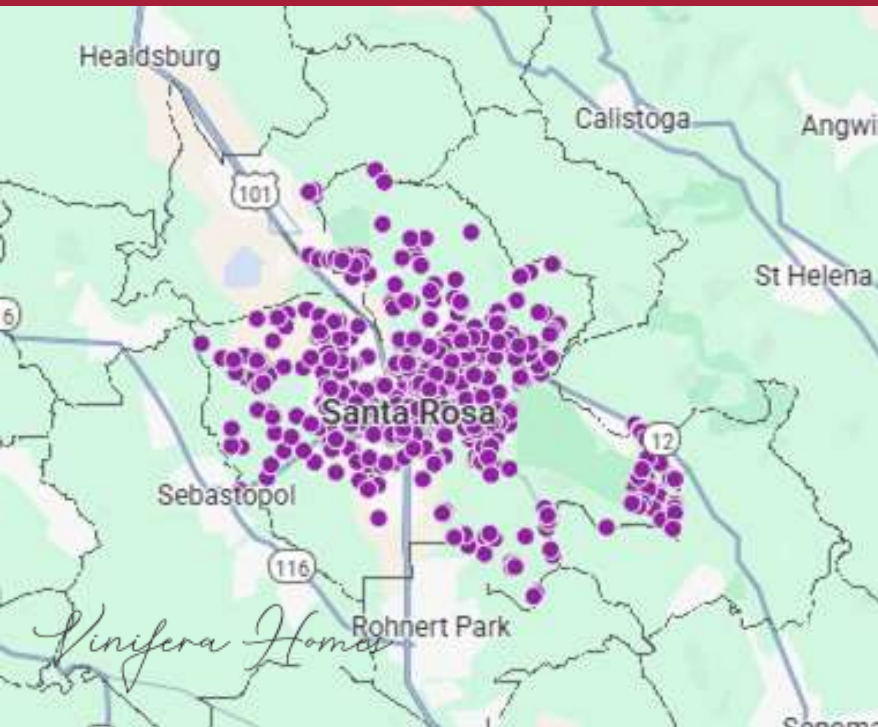


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.

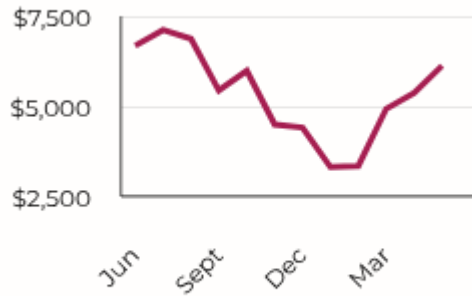


We actually love what we do.

Santa Rosa Market Snapshot

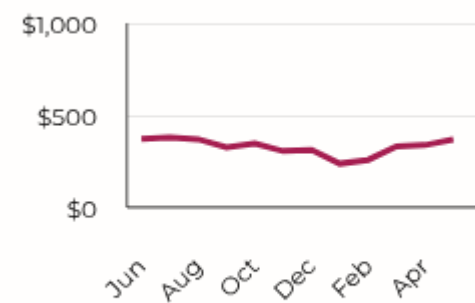


Demand Metrics



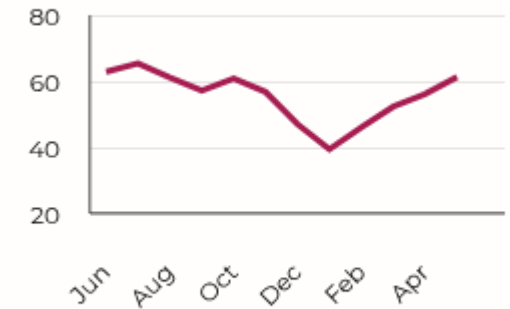
Revenue

Annual (YoY): \$67K(0%)
May'26 / May'25 : (+6%)



ADR

Annual (YoY): \$336(-1%)
May'26 / May'25 : (+8%)

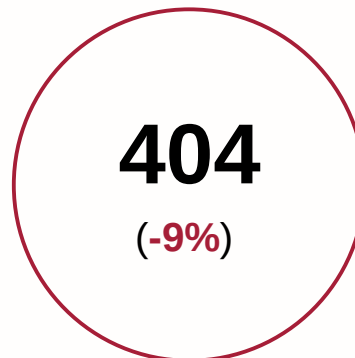


Occupancy

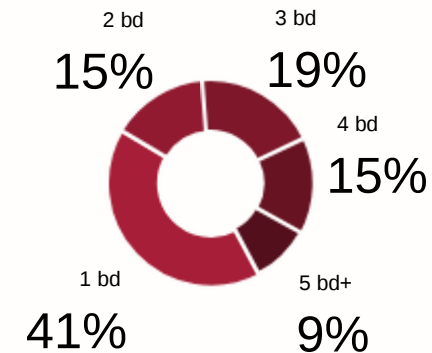
Annual (YoY): 59% (0%)
May'26 / May'25 : (0%)

Supply Metrics

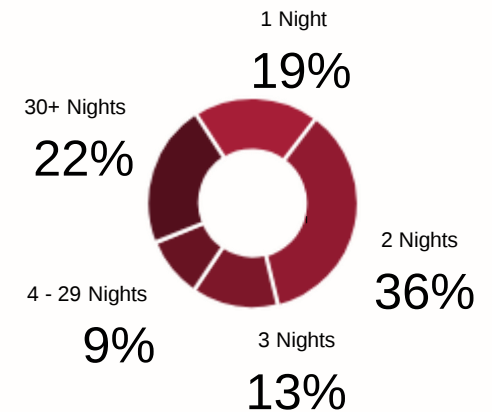
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$124,750	\$583	60%	5 (119)	3	6	✓	✗	★★★	★★★	★★★
Comp 2	\$114,417	\$473	69%	4.95 (98)	3	6	✓	✓	★★★	★★★	★★
Comp 3	\$103,490	\$458	69%	4.95 (229)	3	6	✓	✗	★★★	★★	★★
Comp 4	\$100,779	\$410	68%	5 (121)	3	6	✗	✓	★★★	★★	★★
Comp 5	\$93,099	\$498	63%	4.85 (286)	3	6	✓	✓	★★	★★	★★
Comp 6	\$89,989	\$431	68%	4.9 (170)	3	6	✓	✓	★★	★	★
Comp 7	\$84,949	\$350	68%	4.9 (259)	3	6	✗	✓	★	★★	★★
Comp 8	\$84,633	\$484	49%	4.85 (225)	3	6	✓	✓	★★	★★	★★
Comp 9	\$78,178	\$444	52%	5 (315)	3	6	✗	✓	★	★★	★★
Comp 10	\$74,747	\$519	56%	4.9 (191)	3	6	✓	✓	★★	★★	★★
Comp 11	\$73,853	\$364	61%	4.8 (174)	3	6	✗	✓	★	★	★★
Comp 12	\$72,550	\$471	50%	4.85 (53)	3	6	✗	✓	★	★★	★★

Competitive Analysis - 4 BRs that Sleep 8

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$308,180.00	\$1,077.55	88%	4.95 (120)	4	8	✓	✓	★★★★	★★	★★
Comp 2	\$266,031.00	\$1,400.16	56%	5 (29)	4	8	✓	✓	★★★★	★★★★	★★
Comp 3	\$248,463.00	\$1,080.27	69%	5 (99)	4	8	✓	✗	★★	★★	★★
Comp 4	\$176,771.00	\$955.52	56%	4.9 (52)	4	8	✗	✓	★	★★	★
Comp 5	\$158,365.00	\$1,084.69	47%	5 (147)	4	8	✓	✓	★★★★	★	★★
Comp 6	\$149,347.00	\$578.86	72%	4.85 (186)	4	8	✗	✓	★★★★	★★	★★
Comp 7	\$142,311.00	\$588.06	84%	4.75 (13)	4	8	✓	✗	★★	★★	★
Comp 8	\$136,572.00	\$615.19	64%	4.8 (74)	4	8	✓	✓	★★	★★	★★
Comp 9	\$135,700.00	\$1,169.83	37%	5 (66)	4	8	✓	✓	★★★★	★	★★
Comp 10	\$126,624.00	\$580.84	61%	4.9 (138)	4	8	✗	✓	★★	★★	★★
Comp 11	\$118,099.00	\$370.22	89%	4.95 (142)	4	8	✓	✗	★	★★	★
Comp 12	\$116,304.00	\$612.13	57%	4.95 (169)	4	8	✓	✓	★★	★★★★	★★
Comp 13	\$116,250.00	\$1,010.87	36%	5 (142)	4	8	✓	✗	★★★★	★★	★★
Comp 14	\$109,268.00	\$1,011.74	36%	4.9 (31)	4	8	✓	✗	★★	★	★★

Vinifera Homes

*Sample of properties in market, not comprehensive
Source: AirDNA

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*Ratings above 5.0 are VRBO ratings (on scale of 1 - 10)

Competitive Analysis - 5 BRs that Sleep 10 - 12

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$286,717	\$1,340	61%	4.85 (58)	5	10	✓	✓	★★★	★★★	★★
Comp 2	\$277,748	\$1,292	61%	4.95 (52)	5	10	✓	✓	★★★	★★★	★★
Comp 3	\$263,102	\$1,096	69%	4.9 (129)	5	10	✓	✓	★★★	★★★	★★
Comp 4	\$220,334	\$1,479	56%	5 (73)	5	10	✓	✗	★★★	★★	★★
Comp 5	\$185,567	\$1,085	63%	4.95 (141)	5	10	✓	✓	★★	★★	★★
Comp 6	\$182,958	\$1,196	43%	4.9 (181)	5	10	✓	✗	★★	★★	★
Comp 7	\$146,214	\$731	62%	5 (123)	5	10	✓	✗	★★	★	★
Comp 8	\$128,274	\$591	70%	4.65 (105)	5	10	✓	✗	★★	★★	★★
Comp 9	\$127,765	\$597	59%	5 (100)	5	10	✗	✗	★★	★★	★★

Percentile Analysis of Santa Rosa City

Last 12 Month Vacation Rental Performance

Percentile	50th	60th	70th	80th	90th	95th
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Median Revenue	3 bed	\$74,514	\$83,949	\$89,384	\$99,458	\$111,217	\$127,506
	4 bed	\$87,527	\$94,529	\$104,651	\$122,258	\$139,663	\$154,324
	5 bed	\$126,700	\$128,153	\$138,354	\$168,921	\$188,610	\$191,543

vs. 50th percentile	3 bed	0%	13%	20%	33%	49%	71%
	4 bed	0%	8%	20%	40%	60%	76%
	5 bed	0%	1%	9%	33%	49%	51%

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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