



Vinifera Homes

Q3 2025 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**.

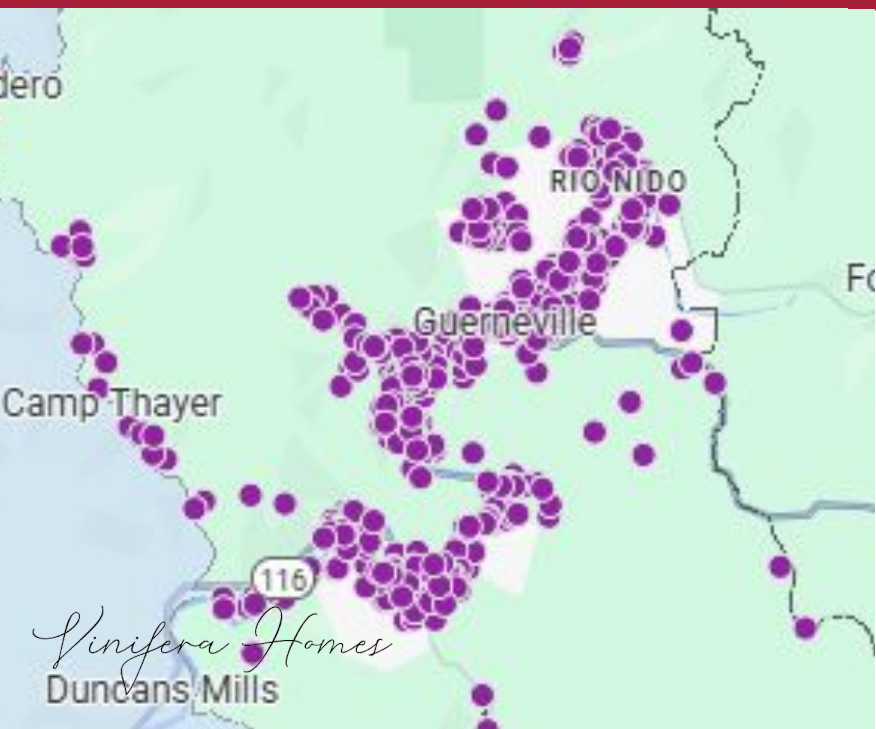


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.



We actually love what we do.

Guerneville Market Snapshot

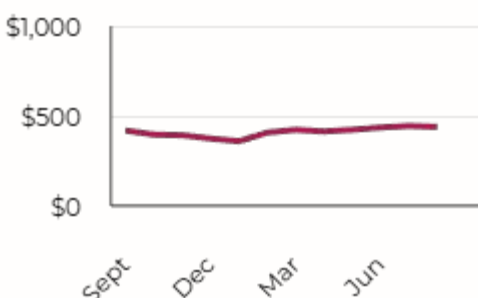


Demand Metrics



Revenue

Annual (YoY): \$61K(+7%)
Aug'25 / Aug'24 : (+2%)



ADR

Annual (YoY): \$423(+12%)
Aug'25 / Aug'24 : (+1%)

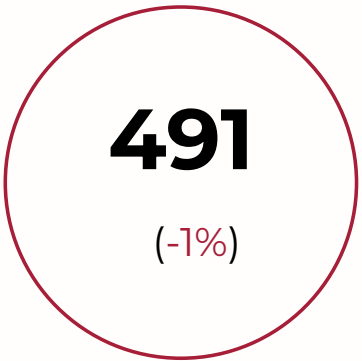


Occupancy

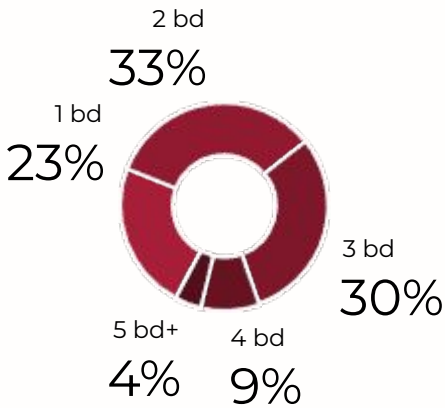
Annual (YoY): 52% (-3%)
Aug'25 / Aug'24 : (0%)

Supply Metrics

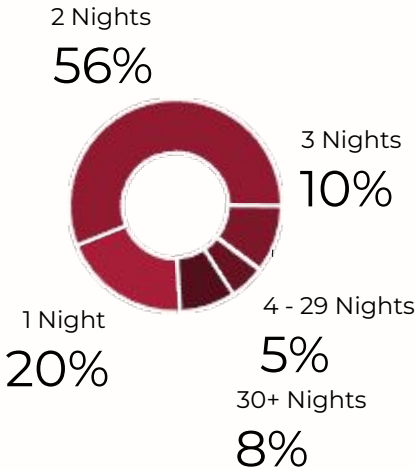
Active Listings



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	\$116,860	\$377	85%	4.9 (234)	3	6	✗	✓	★★	★★★	★★
Comp 2	\$116,347	\$477	84%	5 (47)	3	6	✗	✓	★★	★★	★★
Comp 3	\$113,788	\$402	78%	4.85 (201)	3	6	✗	✓	★★	★★★	★★
Comp 4	\$112,302	\$488	74%	4.9 (146)	3	6	✗	✓	★★	★★	★★
Comp 5	\$109,265	\$420	75%	4.75 (206)	3	6	✗	✓	★★★	★★	★★
Comp 6	\$108,452	\$495	64%	4.85 (15)	3	6	✓	✓	★★★	★★★	★★
Comp 7	\$102,013	\$523	55%	4.85 (39)	3	6	✗	✓	★★	★★	★★
Comp 8	\$101,290	\$450	78%	4.95 (152)	3	6	✗	✓	★★	★★★	★★
Comp 9	\$95,332	\$413	63%	4.8 (180)	3	6	✗	✓	★★	★★★	★★
Comp 10	\$92,745	\$422	61%	4.9 (111)	3	6	✗	✓	★★	★★★	★★
Comp 11	\$88,375	\$440	60%	4.9 (9)	3	6	✗	✓	★★	★★★	★★
Comp 12	\$86,675	\$341	70%	4.75 (261)	3	6	✓	✓	★	★★★	★★
Comp 13	\$86,526	\$300	81%	4.95 (300)	3	6	✗	✗	★★	★★	★★
Comp 14	\$85,827	\$592	42%	4.8 (74)	3	6	✗	✗	★★	★★	★
Comp 15	\$84,085	\$522	54%	5 (22)	3	6	✓	✓	★★★	★★	★★
Comp 16	\$82,602	\$467	50%	4.8 (105)	3	6	✗	✓	★★	★★	★★
Comp 17	\$81,403	\$377	67%	4.75 (233)	3	6	✓	✓	★★	★★★	★★
Comp 18	\$79,727	\$351	63%	4.95 (78)	3	6	✗	✗	★★	★★	★★
Comp 19	\$79,526	\$394	62%	4.85 (135)	3	6	✗	✗	★★	★★★	★★
Comp 20	\$76,241	\$480	48%	4.95 (41)	3	6	✗	✓	★★	★★	★
Comp 21	\$72,550	\$424	47%	4.9 (105)	3	6	✗	✗	★★	★★★	★★
Comp 22	\$71,735	\$763	32%	4.95 (96)	3	6	✓	✓	★★	★★	★★
Comp 23	\$70,239	\$316	68%	4.9 (32)	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	\$133,716	\$773	59%	4.95 (25)	4	8	✗	✓	★★	★★★	★★
Comp 2	\$129,084	\$802	53%	4.85 (33)	4	8	✗	✓	★★	★★	★★
Comp 3	\$127,620	\$510	70%	4.9 (123)	4	6	✗	✓	★★	★★★	★★
Comp 4	\$122,847	\$778	44%	4.95 (37)	4	8	✓	✓	★★	★★★	★★
Comp 5	\$122,634	\$870	42%	4.85 (128)	4	8	✓	✓	★★	★★	★★
Comp 6	\$120,312	\$866	46%	4.85 (182)	4	8	✗	✓	★★	★★★	★★★
Comp 7	\$116,081	\$695	49%	5 (149)	4	8	✗	✓	★★	★★★	
Comp 8	\$102,208	\$550	53%	4.85 (122)	4	8	✗	✓	★★	★★★	★★
Comp 9	\$100,354	\$683	42%	4.9 (146)	4	8	✓	✓	★★★	★★	★
Comp 10	\$98,779	\$772	46%	5 (89)	4	8	✗	✓	★★	★★★	★★
Comp 11	\$98,686	\$420	65%	4.8 (113)	4	6	✗	✗	★★	★★	★★
Comp 12	\$89,112	\$900	38%	4.95 (300)	4	8	✗	✓	★★	★★★	★
Comp 13	\$79,660	\$498	57%	4.8 (84)	4	6	✗	✓	★★	★★	★★
Comp 14	\$75,118	\$677	37%	4.95 (25)	4	8	✗	✗	★★	★	★★
Comp 15	\$72,756	\$693	38%	4.85 (73)	4	8	✗	✗	★★	★	★
Comp 16	\$70,982	\$392	53%	4.85 (296)	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	\$323,168	\$1,253	71%	4.65 (68)	5	16	✗	✓	★★	★★★	★★
Comp 2	\$181,890	\$1,116	48%	4.75 (122)	5	12	✗	✓	★★★	★★	★★
Comp 3	\$164,226	\$907	50%	4.85 (79)	5	10	✗	✓	★★★	★★	★★
Comp 4	\$150,167	\$1,164	43%	5 (170)	5	10	✓	✗	★★★	★★	★★
Comp 5	\$126,801	\$640	71%	4.9 (36)	5	12	✓	✓	★★	★★	★★
Comp 6	\$120,928	\$484	68%	4.75 (204)	5	10	✗	✓	★★	★★★	★★
Comp 7	\$117,185	\$819	44%	4.9 (204)	5	12	✓	✓	★★	★★	★★
Comp 8	\$98,873	\$1,284	27%	4.9 (153)	5	12	✓	✓	★★	★★★	★★
Comp 9	\$78,600	\$742	37%	4.75 (141)	5	10	✗	✗	★	★★	★

Percentile Analysis of Guerneville City

Last 12 Month Vacation Rental Performance

Percentile		50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$70,431	\$78,491	\$85,414	\$95,315	\$107,131	\$112,150
	4 bed	\$100,548	\$109,915	\$122,402	\$128,498	\$133,708	\$142,980
	5 bed	\$126,801	\$145,494	\$158,602	\$171,292	\$210,146	\$266,657
vs. 50th percentile	3 bed	0%	11%	21%	35%	52%	59%
	4 bed	0%	9%	22%	28%	33%	42%
	5 bed	0%	15%	25%	35%	66%	110%

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**
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**
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**
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**
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**
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**
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