

A scenic landscape of rolling hills under a warm, golden sunset sky. The foreground is filled with tall, dry, golden-brown grass. In the middle ground, there are several vineyards with rows of green grapevines. A large, leafy tree stands on the right side of the frame. The background shows more hills and a forested ridge.

Vinifera Homes

Q3 2025 Healdsburg Market Analysis

Who We Are



Harman Nagi
Head of Operations



Anish Patel
Head of Owner Relations

How We're Different

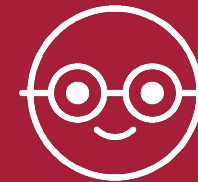


The short term game is not new to us.

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**.

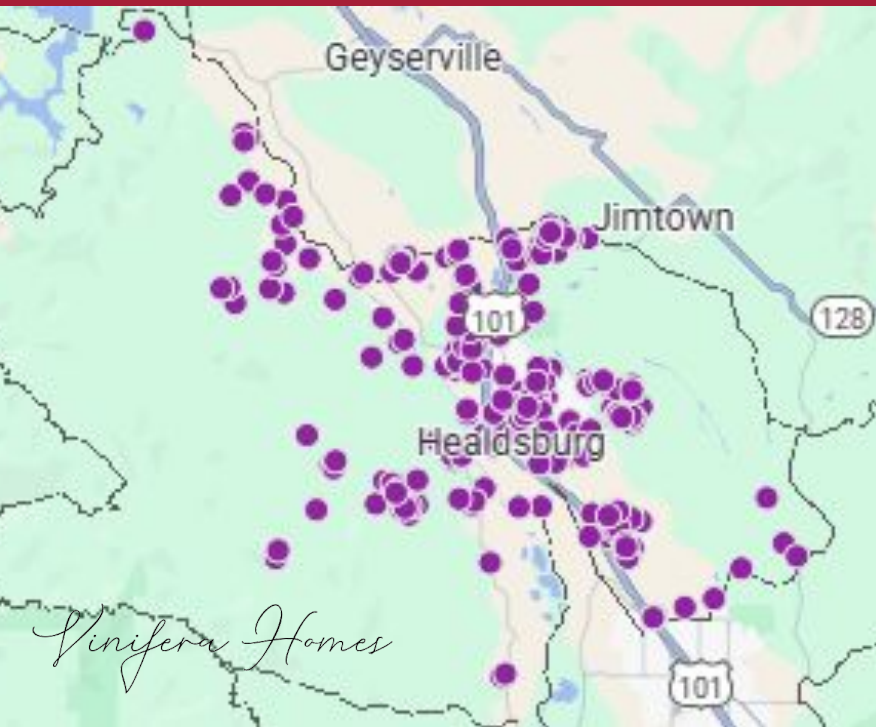


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.

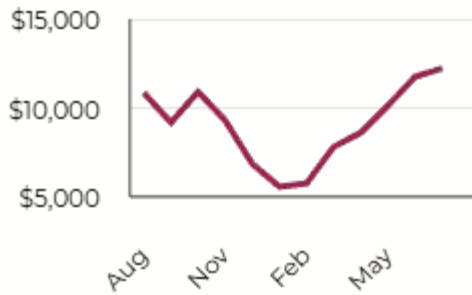


We actually love what we do.

Healdsburg Market Snapshot

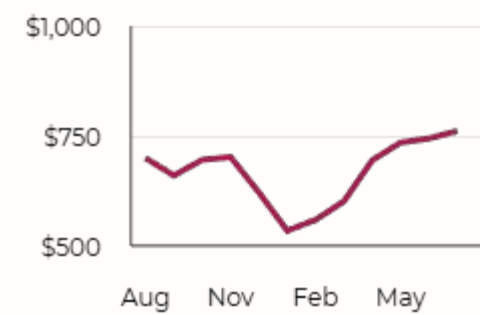


Demand Metrics



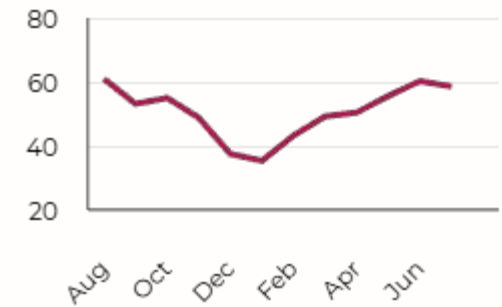
Revenue

Annual (YoY): \$109K(+14%)
Aug'25 / Aug'24 : (+9%)



ADR

Annual (YoY): \$683(+13%)
Aug'25 / Aug'24 : (+14%)

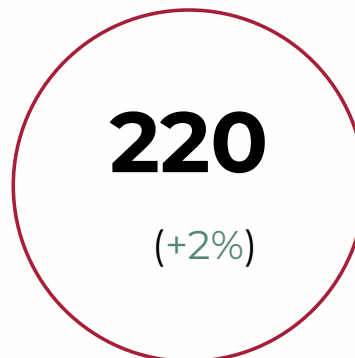


Occupancy

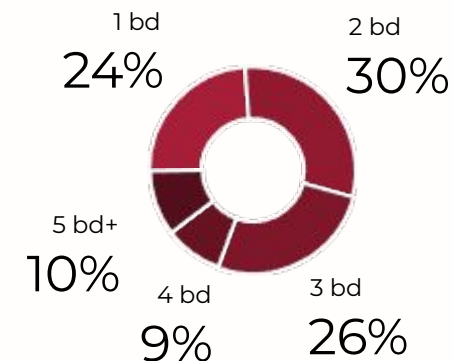
Annual (YoY): 51% (+4%)
Aug'25 / Aug'24 : (-3%)

Supply Metrics

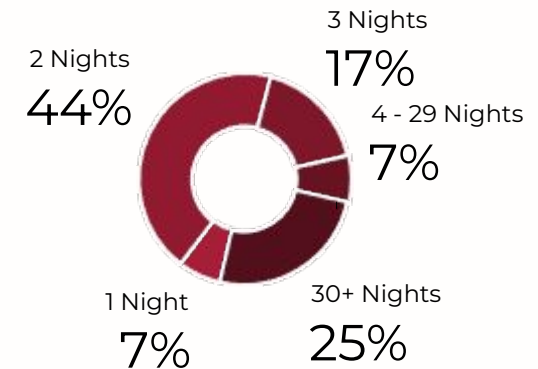
Active Listings



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	\$321,493	\$1,380	76%	5 (214)	3	8	✓	✓	★★	★★★	★★
Comp 2	\$293,515	\$1,075	81%	5 (127)	3	6	✗	✓	★★	★★	★★
Comp 3	\$239,623	\$1,536	43%	5 (86)	3	8	✓	✓	★★	★★★	★★
Comp 4	\$226,195	\$1,024	82%	5 (27)	3	6	✗	✓	★★★★	★	★
Comp 5	\$223,195	\$893	69%	4.95 (107)	3	8	✓	✓	★★★★	★★★★	★★★★
Comp 6	\$223,007	\$1,225	55%	5 (16)	3	8	✓	✓	★★★★	★★	★★
Comp 7	\$212,713	\$1,289	52%	5 (77)	3	6	✓	✓	★★	★★	★★
Comp 8	\$199,135	\$953	58%	5 (24)	3	6	✓	✗	★★★★	★★★★	★★
Comp 9	\$192,776	\$940	57%	4.6 (35)	3	6	✓	✓	★★★★	★★★★	★★
Comp 10	\$178,357	\$803	61%	4.8 (68)	3	8	✗	✗	★★★★	★★★★	★★
Comp 11	\$149,479	\$946	44%	5 (107)	3	8	✗	✓	★★★★	★★★★	★★
Comp 12	\$142,629	\$1,346	37%	4.9 (31)	3	8	✓	✓	★★★★	★★★★	★★
Comp 13	\$138,558	\$1,042	46%	5 (145)	3	6	✓	✓	★★★★	★★	★★
Comp 14	\$135,292	\$520	93%	4.9 (164)	3	6	✗	✓	★★	★★	★★
Comp 15	\$131,079	\$1,311	29%	5 (34)	3	6	✓	✗	★★★★	★★★★	★★
Comp 16	\$127,860	\$735	50%	5 (42)	3	8	✗	✗	★★	★★	★★
Comp 17	\$121,355	\$778	51%	5 (83)	3	6	✗	✗	★★★★	★★★★	★★
Comp 18	\$119,861	\$744	46%	4.9 (85)	3	6	✓	✓	★★★★	★★★★	★★
Comp 19	\$118,006	\$1,146	40%	5 (21)	3	8	✓	✓	★★★★	★★★★	★★
Comp 20	\$113,306	\$1,453	29%	5 (25)	3	6	✓	✓	★★★★	★★★★	★★
Comp 21	\$112,458	\$615	50%	4.9 (45)	3	8	✗	✗	★★★★	★★★★	★★
Comp 22	\$110,966	\$521	67%	5 (253)	3	6	✗	✗	★★★★	★★	★★
Comp 23	\$103,756	\$583	52%	4.9 (35)	3	6	✗	✗	★★	★★	★★
Comp 24	\$100,104	\$663	42%	4.8 (208)	3	8	✗	✓	★★★★	★★	★★

Competitive Analysis - 4 BRs that Sleep 8

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$373,063	\$2,039	51%	5 (32)	4	10	✓	✓	★★★★	★★★★	★★
Comp 2	\$335,914	\$1,146	80%	5 (53)	4	8	✓	✓	★★★★	★★★★	★★
Comp 3	\$260,778	\$1,285	67%	5 (10)	4	8	✓	✓	★★★★	★★	★★
Comp 4	\$252,468	\$1,380	55%	4.95 (171)	4	10	✓	✓	★★★★	★★	★★
Comp 5	\$186,131	\$1,454	40%	4.9 (183)	4	10	✓	✓	★★	★★	★★
Comp 6	\$182,102	\$1,001	65%	4.95 (66)	4	8	✗	✓	★★★★	★★★★	★★
Comp 7	\$181,742	\$1,594	38%	5 (69)	4	8	✓	✓	★★★★	★★★★	★★
Comp 8	\$172,784	\$2,618	31%	5 (35)	4	8	✓	✓	★★★★	★★★★	★★
Comp 9	\$165,141	\$2,039	28%	5 (63)	4	10	✓	✓	★★★★	★★★★	★★
Comp 10	\$163,223	\$1,191	57%	4.95 (144)	4	8	✓	✓	★★★★	★★	★★
Comp 11	\$161,303	\$1,027	48%	4.95 (48)	4	8	✗	✓	★★★★	★★	★★
Comp 12	\$111,471	\$1,023	65%	4.95 (163)	4	9	✗	✓	★★	★★	★★
Comp 13	\$106,107	\$1,192	48%	4.9 (68)	4	10	✓	✓	★★★★	★★★★	★★
Comp 14	\$97,158	\$1,002	27%	4.9 (76)	4	10	✗	✗	★★★★	★★★★	★★

Competitive Analysis - 5 BRs that Sleep 10+

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$235,813	\$2,246	40%	5 (1)	5	12	✓	✓	★★★	★★★	★★
Comp 2	\$219,098	\$2,672	35%	5 (36)	5	12	✓	✓	★★	★★	★★
Comp 3	\$218,413	\$1,126	67%	5 (4)	5	10	✓	✓	★★	★★	★★
Comp 4	\$202,185	\$1,313	44%	5 (146)	5	10	✓	✓	★★★	★★★	★★
Comp 5	\$135,667	\$2,120	27%	5 (191)	5	10	✓	✓	★★★	★★★	★★
Comp 6	\$126,046	\$1,637	35%	5 (40)	5	10	✓	✗	★★	★★★	★★
Comp 7	\$112,093	\$1,475	39%	4.9 (164)	5	10	✗	✗	★★★	★★★	★★★
Comp 8	\$94,881	\$2,019	16%	0 (0)	5	12	✓	✓	★★★	★★	★★
Comp 9	\$89,858	\$1,664	25%	4.7 (20)	5	10	✓	✗	★★	★★	★★
Comp 10	\$84,379	\$1,430	27%	4.9 (12)	5	12	✓	✓	★	★	★★

Percentile Analysis of Healdsburg City

Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$103,756	\$120,160	\$136,598	\$168,592	\$220,948	\$231,566
	4 bed	\$172,784	\$181,886	\$185,325	\$254,130	\$305,860	\$347,059
	5 bed	\$126,046	\$135,667	\$202,185	\$218,413	\$219,098	\$227,456
vs. 50th percentile	3 bed	0%	16%	32%	62%	113%	123%
	4 bed	0%	5%	7%	47%	77%	101%
	5 bed	0%	8%	60%	73%	74%	80%

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

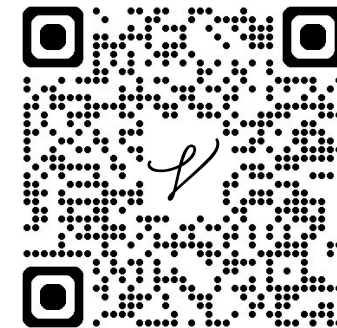
Gain additional valuable insights from our Sonoma Luxury Vacation Rental Guide



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or

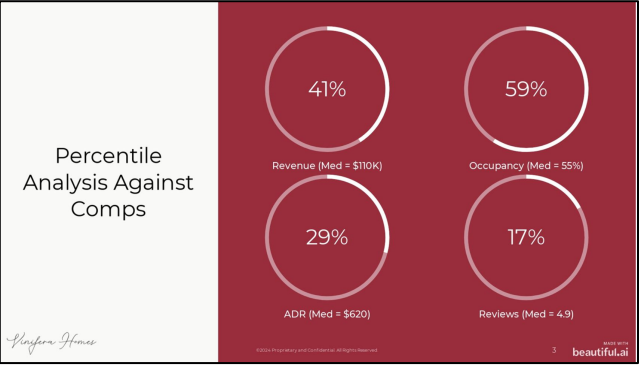
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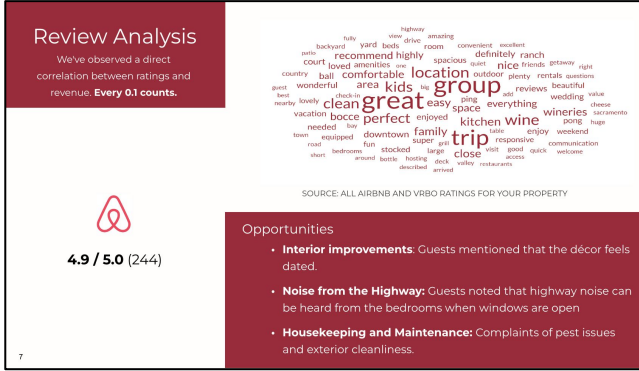
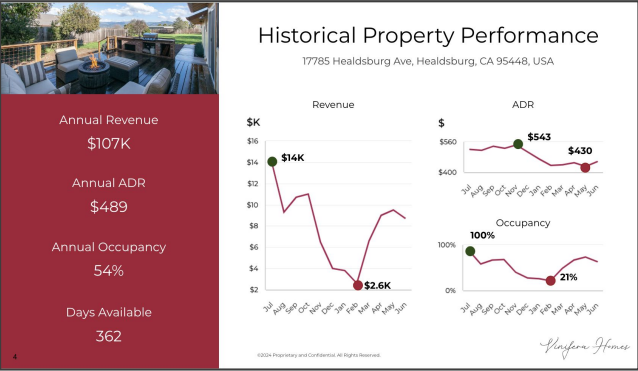
Interested in a personalized property assessment and revenue projection?

Example output

Competitive Analysis												
Healdsburg Comps (linked)	Dist. (mi)	Revenue	ADR	Occ	Rating (#)	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
56000 Jackson Rd	3.3	\$247,324	\$156	81.37%	5.0 (21)	3	6	x	✓	★	★★★★	★
1041 Westside Road	4.9	\$209,771	\$909	83.03%	5.0 (80)	3	6	x	✓	★	★★★★	★
4900 Central St	3.4	\$171,557	\$722	70.23%	4.9 (28)	3	8	x	✓	★	★★★★	★
905 Chinook Rd	2.3	\$157,992	\$614	53.59%	5.0 (45)	3	8	x	✓	★	★★★★	★
7600 Div. Creek Rd	3.0	\$147,318	\$478	87.75%	4.9 (23)	2	6	x	✓	★	★★★★	★
424 W. North St	4.5	\$139,585	\$412	62.30%	5.0 (71)	3	6	x	✓	★	★★★★	★
556 W. North St	4.6	\$134,334	\$705	54.52%	5.0 (81)	2	6	x	✓	★	★★★★	★
4000 Redwood Ave	6.4	\$123,302	\$778	44.79%	10 (27)	3	6	x	✓	★	★★★★	★
101 W. Div. Creek Rd	5.6	\$109,058	\$620	51.31%	10 (215)	3	6	x	✓	★	★★★★	★
17785 Healdsburg Ave	0.0	\$106,769	\$513	\$7.30%	4.9 (244)	3	8	x	✓	★	★★★★	★
2045 Redwood Dr	4.9	\$105,562	\$476	60.82%	4.9 (33)	3	8	x	✓	★	★★★★	★
104 Div. Creek St	3.3	\$97,084	\$466	55.37%	4.9 (67)	2	6	x	✓	★	★★★★	★
958 Div. Creek Rd	3.3	\$86,934	\$612	39.44%	4.8 (29)	3	8	x	✓	★	★★★★	★
2826 Hilltop Road, Healdsburg	5.7	\$79,351	\$475	48.83%	9.2 (22)	2	6	x	✓	★	★★★★	★
922 Riverstone Valley Rd	1.3	\$75,258	\$745	45.91%	4.9 (50)	3	8	x	✓	★	★★★★	★
5500 Main St, Lodi	2.3	\$74,214	\$964	30.08%	4.9 (27)	4	8	x	✓	★	★★★★	★
9200 Redwood Dr	4.9	\$71,714	\$368	53.57%	4.8 (109)	2	6	x	✓	★	★★★★	★



Please reach out to anish@viniferahomes.com for an initial consultation, after which we will develop a **free, detailed** analysis for your specific property





Contact us

 (707) 625 - 7139

 anish@viniferahomes.com