

A scenic landscape of rolling hills under a warm, golden sunset sky. In the foreground, there is a field of tall, dry, golden-brown grass. To the right, a large, mature tree with dense green foliage stands prominently. The middle ground features several terraced vineyards with rows of green grapevines. The background shows more rolling hills, some covered in forest, and a few winding paths. The overall atmosphere is peaceful and picturesque.

*Vinifera Homes*

# Q3 2025 Santa Rosa Market Analysis

# Who We Are



Harman Nagi  
Head of Operations



Anish Patel  
Head of Owner Relations

# How We're Different

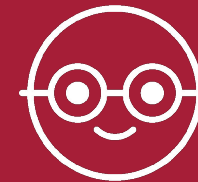


**The short term game is not new to us.**

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**.

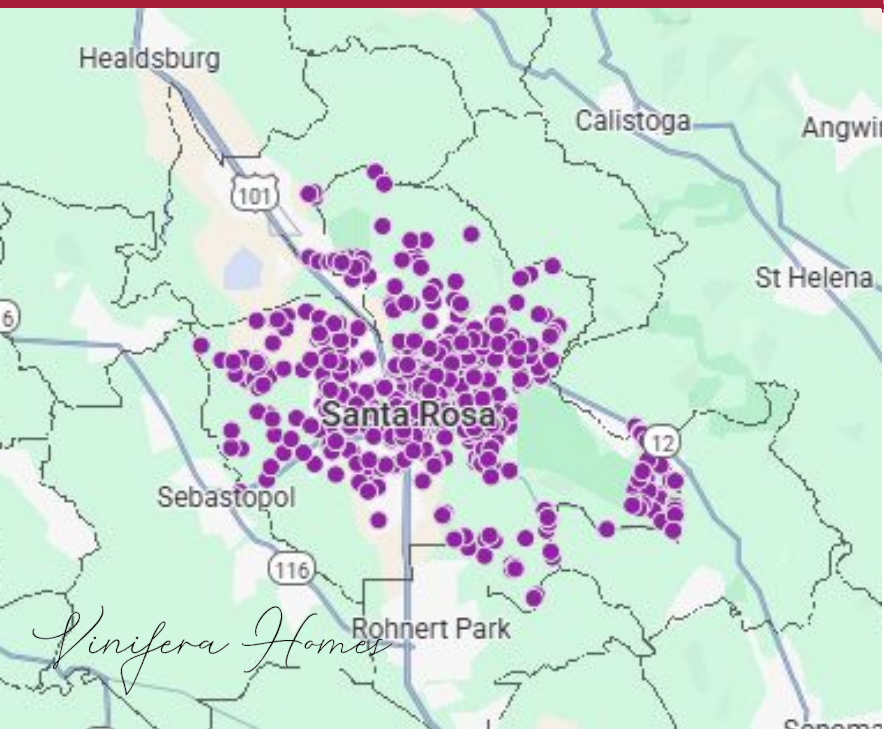


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.

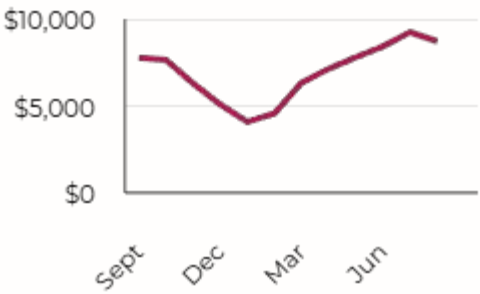


**We actually love what we do.**

# Santa Rosa Market Snapshot

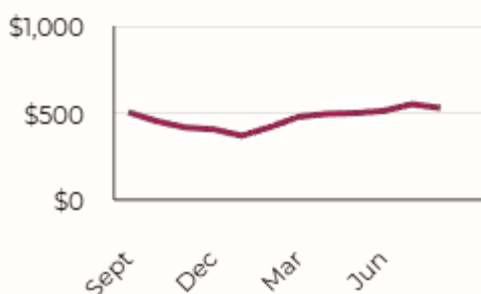


## Demand Metrics



Revenue

Annual (YoY): \$83K(+8%)  
Aug'25 / Aug'24 : (+4%)



ADR

Annual (YoY): \$480(+11%)  
Aug'25 / Aug'24 : (+7%)

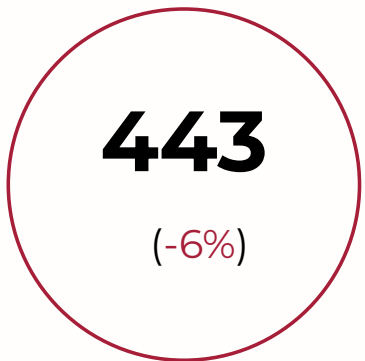


Occupancy

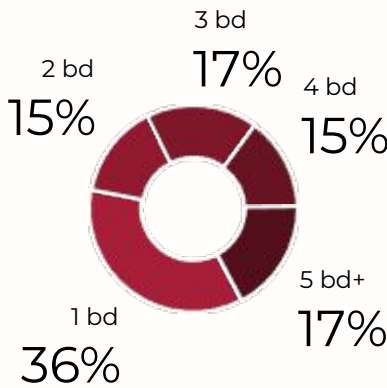
Annual (YoY): 56% (-4%)  
Aug'25 / Aug'24 : (-8%)

## Supply Metrics

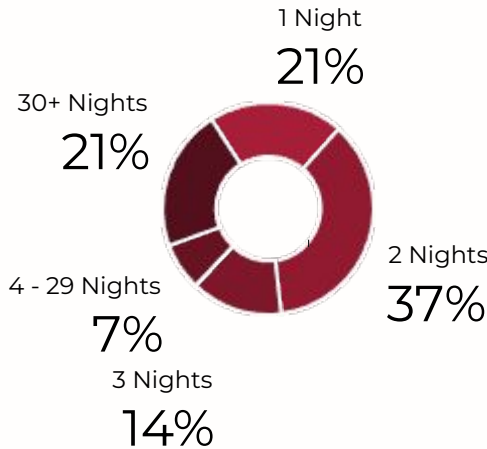
### Active Listings



### 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 |
|---------------------------|-----------|-------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>    | \$275,187 | \$852 | 89% | 4.95 (91)   | 3     | 6      | ✓    | ✓       | ★★★   | ★★★            | ★★               |
| <a href="#">Comp 2</a>    | \$164,458 | \$592 | 80% | 4.95 (211)  | 3     | 6      | ✓    | ✗       | ★     | ★★             | ★                |
| <a href="#">Comp 3</a>    | \$160,934 | \$482 | 95% | 4.95 (114)  | 3     | 6      | ✗    | ✗       | ★     | ★★             | ★                |
| <a href="#">Comp 4</a>    | \$144,523 | \$533 | 74% | 4.95 (82)   | 3     | 6      | ✓    | ✓       | ★★    | ★★★            | ★★               |
| <a href="#">Comp 5</a>    | \$129,510 | \$447 | 79% | 5 (100)     | 3     | 6      | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 6</a>    | \$123,223 | \$485 | 70% | 4.9 (158)   | 3     | 6      | ✓    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 7</a>    | \$121,999 | \$610 | 72% | 4.95 (117)  | 3     | 6      | ✗    | ✓       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 8</a>    | \$121,934 | \$498 | 71% | 4.85 (276)  | 3     | 6      | ✓    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 9</a>    | \$112,697 | \$437 | 71% | 4.9 (240)   | 3     | 6      | ✓    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 10</a>   | \$110,731 | \$513 | 59% | 4.9 (184)   | 3     | 6      | ✓    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 11</a>   | \$100,360 | \$502 | 55% | 4.85 (208)  | 3     | 6      | ✓    | ✓       | ★     | ★★             | ★                |
| <a href="#">Comp 12</a>   | \$100,246 | \$335 | 85% | 4.95 (613)  | 3     | 6      | ✗    | ✗       | ★     | ★★★            | ★★               |
| <a href="#">Comp 13</a>   | \$98,871  | \$339 | 80% | 4.95 (309)  | 3     | 6      | ✗    | ✗       | ★     | ★★             | ★★               |
| <a href="#">Comp 14</a>   | \$98,741  | \$506 | 64% | 4.85 (40)   | 3     | 6      | ✗    | ✓       | ★     | ★★★            | ★★               |
| <a href="#">Comp 15</a>   | \$98,240  | \$374 | 72% | 4.9 (236)   | 3     | 6      | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 16</a>   | \$97,948  | \$616 | 66% | 4.85 (122)  | 3     | 6      | ✓    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 17</a>   | \$96,298  | \$317 | 90% | 5 (43)      | 3     | 6      | ✗    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 18</a>   | \$91,803  | \$318 | 79% | 4.95 (281)  | 3     | 6      | ✗    | ✗       | ★     | ★★             | ★★               |
| <a href="#">Comp 19</a>   | 91720     | \$475 | 57% | 4.95 (301)  | 3     | 6      | ✗    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 20</a>   | 87463     | \$344 | 74% | 4.9 (78)    | 3     | 6      | ✗    | ✗       | ★     | ★★             | ★★               |
| <a href="#">Comp 21</a>   | 85254     | \$306 | 78% | 4.95 (223)  | 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 |
|---------------------------|-----------|---------|-----|-------------|-------|--------|------|---------|-------|-----------------|------------------|
| <a href="#">Comp 1</a>    | \$386,230 | \$1,163 | 91% | 4.95 (93)   | 4     | 8      | ✓    | ✓       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 2</a>    | \$359,978 | \$1,978 | 58% | 5 (73)      | 4     | 8      | ✓    | ✓       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 3</a>    | \$217,201 | \$1,114 | 59% | 5 (120)     | 4     | 8      | ✓    | ✓       | ★★    | ★★              | ★★               |
| <a href="#">Comp 4</a>    | \$214,379 | \$1,134 | 52% | 5 (45)      | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★★               |
| <a href="#">Comp 5</a>    | \$188,412 | \$733   | 86% | 4.7 (10)    | 4     | 8      | ✓    | ✗       | ★     | ★★              | ★★               |
| <a href="#">Comp 6</a>    | \$184,179 | \$1,244 | 52% | 5 (65)      | 4     | 8      | ✓    | ✗       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 7</a>    | \$158,938 | \$841   | 52% | 4.4 (7)     | 4     | 8      | ✗    | ✗       | ★     | ★★              | ★★               |
| <a href="#">Comp 8</a>    | \$157,729 | \$801   | 54% | 4.85 (127)  | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★★               |
| <a href="#">Comp 9</a>    | \$153,249 | \$678   | 64% | 4.8 (174)   | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★                |
| <a href="#">Comp 10</a>   | \$150,900 | \$1,034 | 49% | 4.6 (5)     | 4     | 8      | ✗    | ✓       | ★★★   | ★★              | ★★               |
| <a href="#">Comp 11</a>   | \$150,735 | \$644   | 71% | 4.55 (94)   | 4     | 8      | ✓    | ✗       | ★★    | ★               | ★★               |
| <a href="#">Comp 12</a>   | \$142,193 | \$605   | 64% | 4.9 (110)   | 4     | 8      | ✗    | ✓       | ★★    | ★★              | ★★               |
| <a href="#">Comp 13</a>   | \$138,206 | \$684   | 58% | 4.85 (166)  | 4     | 8      | ✗    | ✓       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 14</a>   | \$133,296 | \$741   | 50% | 4.95 (176)  | 4     | 8      | ✗    | ✓       | ★     | ★★              | ★★               |
| <a href="#">Comp 15</a>   | \$129,898 | \$628   | 58% | 4.95 (129)  | 4     | 8      | ✓    | ✗       | ★     | ★★              | ★★               |
| <a href="#">Comp 16</a>   | \$129,617 | \$933   | 38% | 5 (122)     | 4     | 8      | ✓    | ✗       | ★★    | ★★              | ★★               |
| <a href="#">Comp 17</a>   | \$125,078 | \$1,544 | 38% | 5 (3)       | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★★               |
| <a href="#">Comp 18</a>   | \$124,930 | \$1,865 | 28% | 4.6 (12)    | 4     | 8      | ✓    | ✓       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 19</a>   | \$124,054 | \$678   | 56% | 4.85 (51)   | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★★               |
| <a href="#">Comp 20</a>   | \$120,509 | \$600   | 74% | 4.95 (135)  | 4     | 8      | ✓    | ✗       | ★     | ★               | ★★               |
| <a href="#">Comp 21</a>   | \$119,843 | \$644   | 51% | 4.8 (222)   | 4     | 8      | ✓    | ✗       | ★     | ★★★             | ★★               |
| <a href="#">Comp 22</a>   | \$117,785 | \$398   | 82% | 5 (93)      | 4     | 8      | ✗    | ✗       | ★     | ★★              | ★★               |
| <a href="#">Comp 23</a>   | \$115,407 | \$796   | 44% | 5 (18)      | 4     | 8      | ✗    | ✗       | ★     | ★               | ★                |

# Competitive Analysis - 5 BRs that Sleep 10+

| Santa Rosa Comps (linked) | Revenue   | ADR     | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | Arch. & Design | Photos & Listing |
|---------------------------|-----------|---------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>    | \$382,600 | \$2,003 | 61% | 4.95 (200)  | 5     | 16     | ✓    | ✓       | ★★★   | ★★★★           | ★★               |
| <a href="#">Comp 2</a>    | \$290,617 | \$1,211 | 66% | 4.85 (103)  | 5     | 10     | ✓    | ✓       | ★★★   | ★★★★           | ★★               |
| <a href="#">Comp 3</a>    | \$280,542 | \$1,424 | 68% | 5 (52)      | 5     | 10     | ✓    | ✗       | ★★★   | ★★★★           | ★★               |
| <a href="#">Comp 4</a>    | \$256,651 | \$1,309 | 54% | 4.9 (154)   | 5     | 10     | ✓    | ✗       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 5</a>    | \$224,626 | \$1,904 | 46% | 4.95 (166)  | 5     | 12     | ✓    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 6</a>    | \$215,246 | \$970   | 61% | 4.95 (72)   | 5     | 12     | ✓    | ✓       | ★★★   | ★★★★           | ★★               |
| <a href="#">Comp 7</a>    | \$208,898 | \$1,215 | 59% | 5 (99)      | 5     | 10     | ✓    | ✓       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 8</a>    | \$203,236 | \$785   | 71% | 4.9 (128)   | 5     | 10     | ✓    | ✓       | ★★    | ★★★★           | ★★               |
| <a href="#">Comp 9</a>    | \$178,118 | \$1,425 | 52% | 4.85 (45)   | 5     | 10     | ✓    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 10</a>   | \$172,508 | \$837   | 64% | 5 (88)      | 5     | 10     | ✓    | ✗       | ★★    | ★              | ★★               |
| <a href="#">Comp 11</a>   | \$151,419 | \$682   | 61% | 4.8 (139)   | 5     | 9      | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 12</a>   | \$127,165 | \$652   | 53% | 4.95 (71)   | 5     | 10     | ✗    | ✗       | ★★★   | ★★★★           | ★★               |
| <a href="#">Comp 13</a>   | \$104,579 | \$775   | 41% | 4.9 (175)   | 5     | 10     | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 14</a>   | \$75,959  | \$717   | 69% | 4.5 (54)    | 5     | 10     | ✓    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 15</a>   | \$70,261  | \$717   | 32% | 4.75 (32)   | 5     | 10     | ✗    | ✓       | ★★★   | ★★★★           | ★★               |

# Percentile Analysis of Santa Rosa City

## Last 12 Month Vacation Rental Performance

|                     | Percentile | 50th      | 60th      | 70th      | 80th      | 90th      | 95th      |
|---------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Median Revenue      | 3 bed      | \$81,369  | \$89,794  | \$98,591  | \$120,087 | \$165,853 | \$233,931 |
|                     | 4 bed      | \$125,004 | \$140,169 | \$153,482 | \$185,026 | \$217,550 | \$276,258 |
|                     | 5 bed      | \$184,253 | \$199,915 | \$210,802 | \$231,031 | \$281,550 | \$295,216 |
| vs. 50th percentile | 3 bed      | 0%        | 10%       | 21%       | 48%       | 104%      | 187%      |
|                     | 4 bed      | 0%        | 12%       | 23%       | 48%       | 74%       | 121%      |
|                     | 5 bed      | 0%        | 9%        | 14%       | 25%       | 53%       | 60%       |

**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](mailto:anish@viniferahomes.com)