



Vinifera Homes

Q3 2025 Sebastopol Market Analysis

Who We Are



Harman Nagi
Head of Operations



Anish Patel
Head of Owner Relations

How We're Different

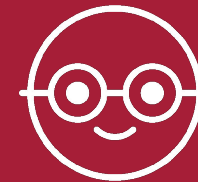


The short term game is not new to us.

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**.

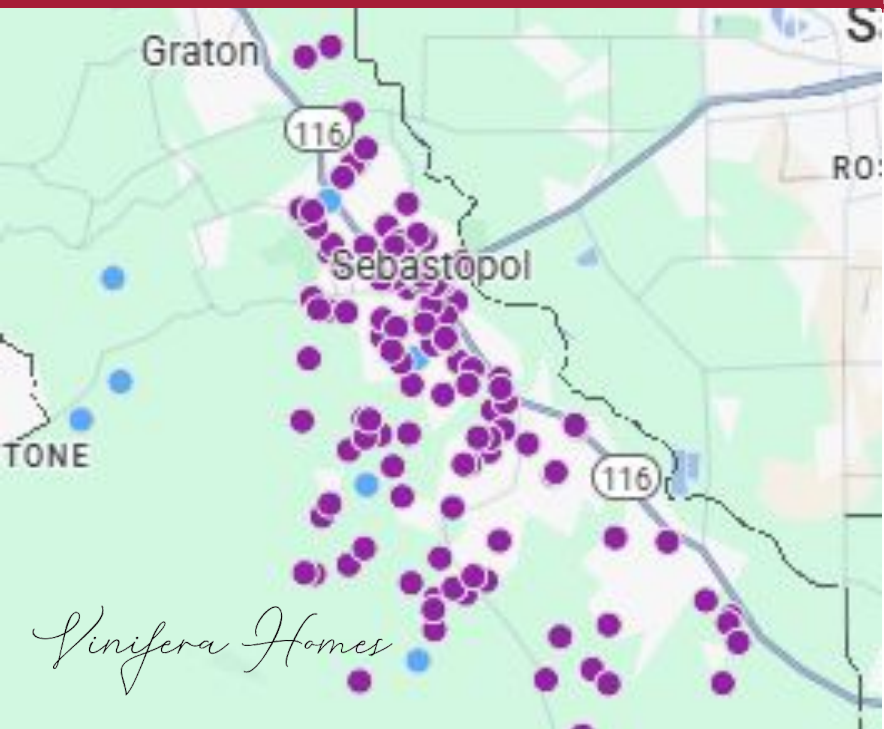


We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.

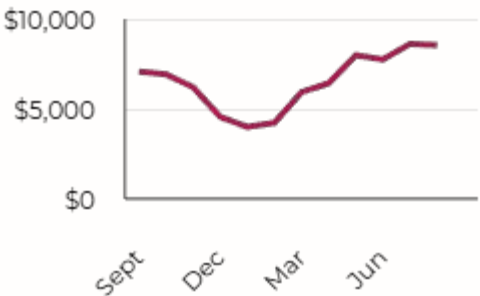


We actually love what we do.

Sebastopol Market Snapshot

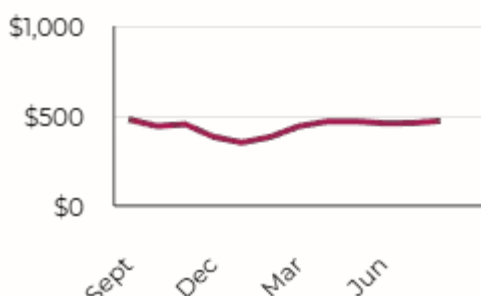


Demand Metrics



Revenue

Annual (YoY): \$78.3K(+16%)
Aug'25 / Aug'24 : (+9%)



ADR

Annual (YoY): \$449(+17%)
Aug'25 / Aug'24 : (+3%)

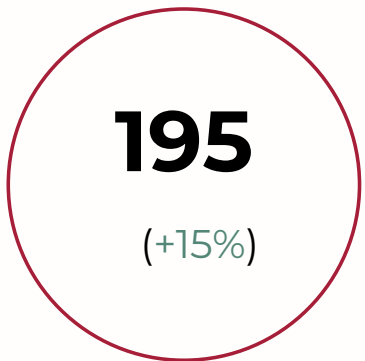


Occupancy

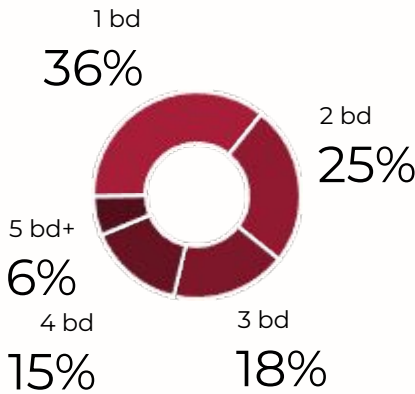
Annual (YoY): 56% (-1%)
Aug'25 / Aug'24 : (+2%)

Supply Metrics

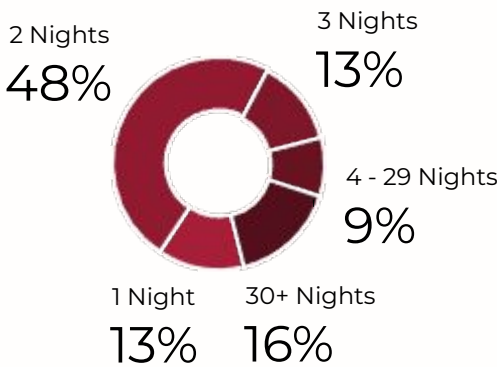
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$170,806	\$867	54%	4.9 (58)	3	8	✓	✓	★★	★★	★★
Comp 2	\$135,205	\$920	44%	4.95 (90)	3	6	✓	✓	★★	★★	★★
Comp 3	\$120,920	\$733	47%	5 (44)	3	8	✓	✓	★★★	★★★	★★
Comp 4	\$118,017	\$534	71%	4.95 (37)	3	6	✗	✗	★★	★★	★★
Comp 5	\$112,320	\$720	56%	4.9 (75)	3	8	✓	✓	★★★	★★★	★★
Comp 6	\$106,793	\$492	73%	5 (67)	3	6	✗	✓	★★	★★★	★★
Comp 7	\$96,889	\$535	65%	5 (27)	3	8	✗	✓	★★	★★	★★
Comp 8	\$94,889	\$825	44%	4.85 (147)	3	8	✓	✓	★★	★★	★★
Comp 9	\$92,907	\$325	79%	4.95 (109)	3	6	✗	✗	★★	★★	★
Comp 10	\$91,266	\$371	70%	5 (57)	3	6	✗	✗	★★	★	★★
Comp 11	\$89,699	\$606	44%	5 (24)	3	8	✗	✗	★★	★★	★★
Comp 12	\$82,347	\$588	42%	5 (61)	3	6	✗	✓	★★	★★	★★★
Comp 13	\$80,282	\$382	58%	4.9 (80)	3	6	✗	✗	★	★	★★
Comp 14	\$75,982	\$571	54%	5 (27)	3	8	✗	✓	★	★	★★
Comp 15	\$74,011	\$540	50%	5 (196)	3	6	✗	✓	★★	★	★★

Competitive Analysis - 4 BRs that Sleep 8

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$245,657	\$2,014	35%	4.95 (43)	4	8	✓	✓	★★★	★★	★★
Comp 2	\$203,625	\$947	77%	5 (114)	4	8	✓	✓	★★★	★★	★★
Comp 3	\$200,874	\$1,674	39%	4.85 (11)	4	8	✓	✓	★★★	★★	★★
Comp 4	\$175,478	\$928	52%	4.9 (132)	4	8	✓	✓	★★	★★	★★
Comp 5	\$173,564	\$1,027	46%	4.9 (113)	4	8	✓	✓	★★★	★★	★★
Comp 6	\$168,291	\$872	54%	4.7 (13)	4	8	✓	✓	★★	★★	★★
Comp 7	\$131,217	\$994	39%	5 (2)	4	9	✗	✗	★★★	★★	★
Comp 8	\$122,539	\$988	47%	5 (47)	4	8	✓	✓	★★	★★	★
Comp 9	\$117,112	\$662	53%	4.9 (107)	4	6	✓	✓	★★	★★	★
Comp 10	\$96,433	\$622	47%	4.75 (47)	4	8	✓	✗	★★	★	★★
Comp 11	\$86,333	\$568	42%	4.95 (45)	4	8	✗	✓	★★	★★	★
Comp 12	\$77,591	\$725	33%	5 (324)	4	8	✗	✓	★★	★	★★

Competitive Analysis - 5 BRs that Sleep 10+

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$228,952	\$1,558	41%	4.75 (90)	5	16	✖	✓	★★★★	★★★★	★★
Comp 2	\$211,667	\$1,260	49%	4.95 (161)	5	12	✓	✓	★★	★★	★★
Comp 3	\$206,497	\$1,496	41%	4.95 (137)	5	16	✖	✓	★★★★	★★	★★
Comp 4	\$174,868	\$1,345	37%	4.9 (86)	5	12	✓	✓	★★★★	★	★★
Comp 5	\$122,751	\$1,067	39%	5 (107)	5	10	✓	✓	★★	★	★★
Comp 6	\$96,164	\$943	34%	5 (23)	5	12	✖	✓	★★★★	★★	★★
Comp 7	\$92,589	\$1,493	23%	5 (59)	5	16	✖	✓	★★★★	★★	★★
Comp 8	\$83,496	\$732	46%	4.95 (197)	5	14	✓	✖	★★★★	★★	★★

Percentile Analysis of Sebastopol City

Last 12 Month Vacation Rental Performance

Percentile		50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$106,793	\$117,869	\$135,342	\$148,052	\$164,474	\$178,344
	4 bed	\$145,439	\$173,564	\$187,198	\$200,874	\$210,866	\$271,460
	5 bed	\$122,751	\$164,445	\$193,845	\$208,565	\$215,124	\$222,038
vs. 50th percentile	3 bed	0%	10%	27%	39%	54%	67%
	4 bed	0%	19%	29%	38%	45%	87%
	5 bed	0%	34%	58%	70%	75%	81%

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

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