

Vinifera Homes

Q4 2025 California North 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.

Gualala Market Snapshot



Demand Metrics



Revenue

Annual (YoY): \$59K (+1%)
Nov'25 / Nov'24 : (-7%)



ADR

Annual (YoY): \$333 (+3%)
Nov'25 / Nov'24 : (-1%)

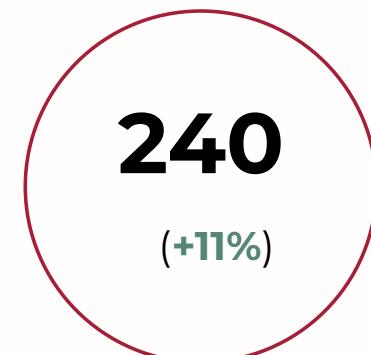


Occupancy

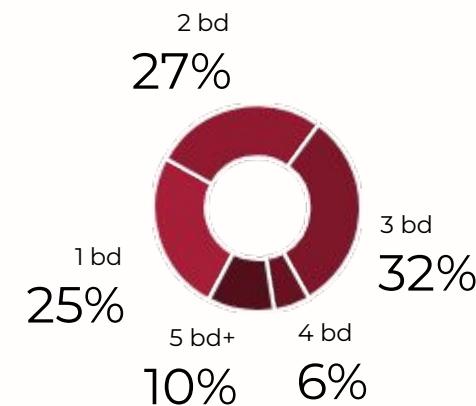
Annual (YoY): 55% (-2%)
Nov'25 / Nov'24 : (0%)

Supply Metrics

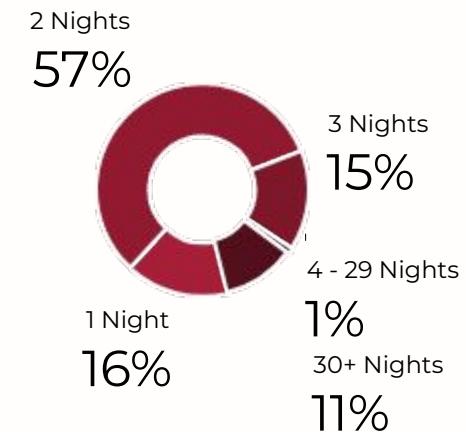
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6-8

North Sonoma / S. Mendocino Coast (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$122,550	\$521	70%	4.95 (96)	3	6	✗	✓	★★★	★★	★★
Comp 2	\$117,318	\$645	82%	5 (17)	3	8	✓	✓	★★★	★★	★★
Comp 3	\$96,553	\$374	73%	4.9 (55)	3	6	✗	✗	★★★	★★	★★
Comp 4	\$93,390	\$368	75%	4.85 (39)	3	6	✓	✗	★★	★★	★★
Comp 5	\$86,570	\$359	70%	4.6 (112)	3	6	✗	✓	★	★★	★
Comp 6	\$84,444	\$329	73%	5 (70)	3	6	✗	✓	★★	★★★	★★
Comp 7	\$83,579	\$360	82%	4.8 (38)	3	8	✓	✓	★★	★★	★★
Comp 8	\$77,674	\$335	76%	4.8 (55)	3	6	✗	✗	★★	★★	★★
Comp 9	\$77,358	\$411	53%	4.9 (105)	3	5	✗	✗	★★★	★★	★★★
Comp 10	\$77,035	\$510	53%	5 (41)	3	8	✗	✓	★★★	★★	★★
Comp 11	\$75,973	\$288	74%	4.95 (37)	3	5	✗	✓	★★	★	★★
Comp 12	\$72,621	\$538	54%	5 (166)	3	8	✓	✗	★★★	★	★
Comp 13	\$72,004	\$453	68%	4.8 (48)	3	6	✓	✓	★★★	★	★★
Comp 14	\$71,274	\$414	51%	4.95 (132)	3	6	✗	✗	★★★	★★★	★

Competitive Analysis - 4-6 BRs that Sleep 8-12

North Sonoma / S. Mendocino Coast (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$109,091	\$460	70%	4.8 (48)	4	10	✓	✓	★★★	★★	★★
Comp 2	\$79,844	\$649	65%	4.95 (29)	4	8	✓	✗	★★★	★★★	★★
Comp 3	\$73,190	\$559	37%	4.9 (122)	4	12	✓	✓	★★★	★★	★★
Comp 4	\$72,921	\$456	46%	4.9 (113)	6	11	✓	✗	★★★	★★★	★★

Competitive Analysis - 5 BRs that Sleep 10+

North Sonoma / S. Mendocino Coast (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$312,940	\$2,371	47%	5 (8)	10	16	✗	✓	★★★	★★★	★★
Comp 2	\$248,681	\$1,041	66%	4.9 (125)	5	10	✓	✓	★★	★★	★★
Comp 3	\$162,758	\$2,394	31%	5 (137)	5	12	✓	✓	★★★	★★	★
Comp 4	\$112,776	\$794	40%	4.95 (31)	5	12	✗	✓	★★★	★	★★
Comp 5	\$69,799	\$671	50%	4.8 (46)	5	10	✗	✓	★★★	★★	★★

*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)

Percentile Analysis of Gualala Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$32,791	\$48,850	\$52,698	\$66,408	\$67,434	\$70,200
	4 bed	\$38,915	\$46,980	\$57,852	\$73,190	\$79,844	\$94,468
	5 bed	\$104,546	\$220,099	\$335,652	\$396,774	\$403,463	\$406,807
vs. 50th percentile	3 bed	0%	49%	61%	103%	106%	114%
	4 bed	0%	21%	49%	88%	105%	143%
	5 bed	0%	111%	221%	280%	286%	289%

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

📞 (707) 625 - 7139

✉️ anish@viniferahomes.com