

*Vinifera Homes*

Q4 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**.

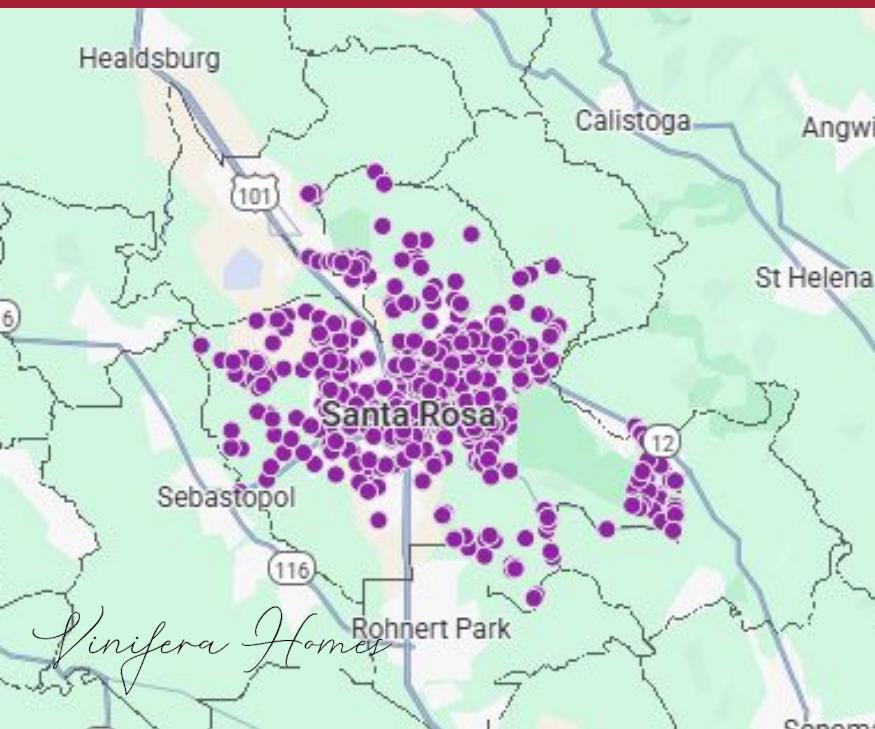


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.

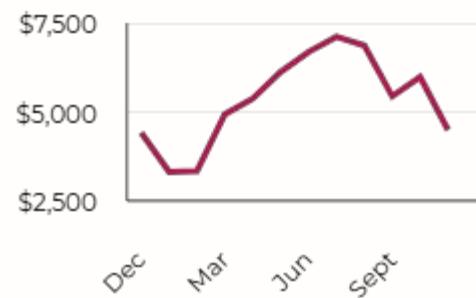


**We actually love what we do.**

# Santa Rosa Market Snapshot



## Demand Metrics



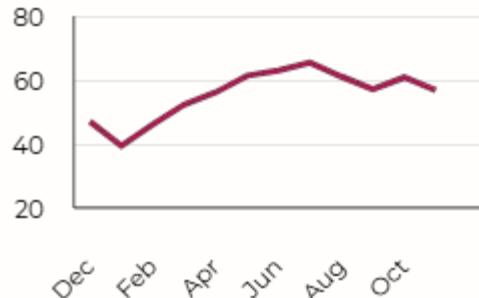
### Revenue

Annual (YoY): \$64K **(-6%)**  
Nov'25 / Nov'24 : **(-14%)**



### ADR

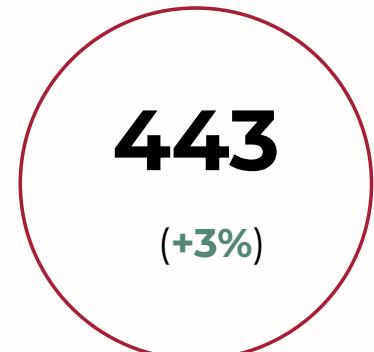
Annual (YoY): \$336 **(-1%)**  
Nov'25 / Nov'24 : **(-6%)**



### Occupancy

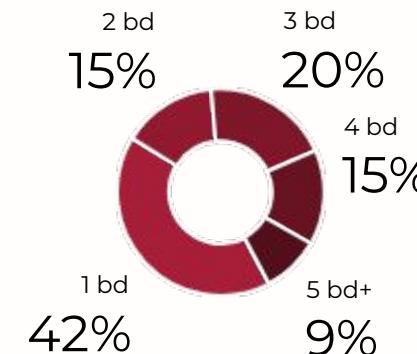
Annual (YoY): 58% **(-4%)**  
Nov'25 / Nov'24 : **(-8%)**

## Active Listings

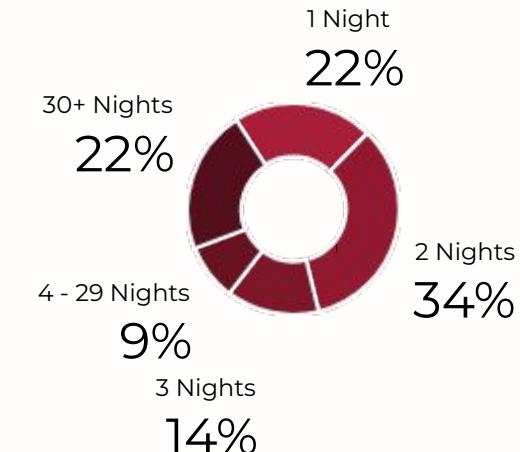


## Supply Metrics

### Listings by Bedroom



### Listing by Min Stay



# Competitive Analysis - 3 BRs that Sleep 6 - 8

| Santa Rosa Comps (linked) | Revenue  | ADR     | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | Arch. & Design | Photos & Listing |
|---------------------------|----------|---------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>    | \$92,083 | \$1,046 | 46% | 5 (32)      | 3     | 6      | ✓    | ✓       | ★★★   | ★★★            | ★★★              |
| <a href="#">Comp 2</a>    | \$87,600 | \$442   | 64% | 4.8 (37)    | 3     | 6      | ✗    | ✗       | ★★★   | ★★★            | ★★               |
| <a href="#">Comp 3</a>    | \$86,322 | \$303   | 79% | 4.95 (208)  | 3     | 6      | ✓    | ✗       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 4</a>    | \$84,116 | \$758   | 39% | 4.9 (26)    | 3     | 6      | ✗    | ✗       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 5</a>    | \$82,709 | \$738   | 60% | 4.6 (17)    | 3     | 8      | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 6</a>    | \$78,357 | \$290   | 77% | 4.95 (212)  | 3     | 6      | ✗    | ✓       | ★★    | ★              | ★★               |
| <a href="#">Comp 7</a>    | \$78,138 | \$774   | 39% | 5 (36)      | 3     | 8      | ✗    | ✓       | ★     | ★★             | ★                |
| <a href="#">Comp 8</a>    | \$77,297 | \$394   | 60% | 5 (34)      | 3     | 6      | ✗    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 9</a>    | \$76,925 | \$706   | 36% | 4.9 (141)   | 3     | 6      | ✗    | ✓       | ★     | ★★             | ★★               |
| <a href="#">Comp 10</a>   | \$75,911 | \$457   | 49% | 5 (144)     | 3     | 6      | ✗    | ✗       | ★★    | ★★             | ★★               |
| <a href="#">Comp 11</a>   | \$75,719 | \$288   | 73% | 4.95 (231)  | 3     | 6      | ✗    | ✗       | ★     | ★              | ★★               |
| <a href="#">Comp 12</a>   | \$71,003 | \$287   | 72% | 4.85 (510)  | 3     | 6      | ✗    | ✗       | ★     | ★★             | ★★               |
| <a href="#">Comp 13</a>   | \$70,280 | \$288   | 70% | 4.9 (94)    | 3     | 6      | ✗    | ✗       | ★★    | ★              | ★★               |
| <a href="#">Comp 14</a>   | \$70,244 | \$622   | 37% | 5 (0)       | 3     | 6      | ✗    | ✓       | ★     | ★★             | ★★               |

# Competitive Analysis - 4 BRs that Sleep 8 - 10

| Santa Rosa Comps (linked) | Revenue   | ADR     | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | 2Arch. & Design | Photos & Listing |
|---------------------------|-----------|---------|-----|-------------|-------|--------|------|---------|-------|-----------------|------------------|
| <a href="#">Comp 1</a>    | \$203,240 | \$1,402 | 67% | 5 (19)      | 4     | 8      | ✓    | ✓       | ★★★   | ★★              | ★★               |
| <a href="#">Comp 2</a>    | \$180,145 | \$1,566 | 58% | 5 (9)       | 4     | 10     | ✓    | ✓       | ★★★   | ★★★             | ★★               |
| <a href="#">Comp 3</a>    | \$114,868 | \$999   | 45% | 4.95 (25)   | 4     | 8      | ✓    | ✗       | ★★    | ★★              | ★★               |
| <a href="#">Comp 4</a>    | \$100,480 | \$640   | 85% | 0 (0)       | 4     | 8      | ✓    | ✓       | ★     | ★★              | ★                |
| <a href="#">Comp 5</a>    | \$59,470  | \$246   | 68% | 4.9 (247)   | 4     | 8      | ✗    | ✗       | ★     | ★               | ★★               |

# Competitive Analysis - 5-10 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     | ✗    | ✓       | ★★    | ★★             | ★★               |

\*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 Santa Rosa City Last 12 Month Vacation Rental Performance

|                            | Percentile   | 50th      | 60th      | 70th      | 80th      | 90th      | 95th      |
|----------------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Median Revenue</b>      | <b>3 bed</b> | \$50,809  | \$56,901  | \$67,106  | \$73,833  | \$78,313  | \$84,998  |
|                            | <b>4 bed</b> | \$48,844  | \$56,924  | \$75,874  | \$109,113 | \$167,090 | \$189,383 |
|                            | <b>5 bed</b> | \$116,279 | \$144,166 | \$171,350 | \$197,127 | \$222,904 | \$235,793 |
| <b>vs. 50th percentile</b> | <b>3 bed</b> | 0%        | 12%       | 32%       | 45%       | 54%       | 67%       |
|                            | <b>4 bed</b> | 0%        | 17%       | 55%       | 123%      | 242%      | 288%      |
|                            | <b>5 bed</b> | 0%        | 24%       | 47%       | 70%       | 92%       | 103%      |

**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

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