



*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

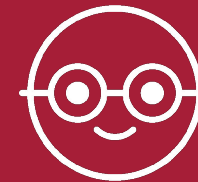


**The short term game is not new to us.**

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**.

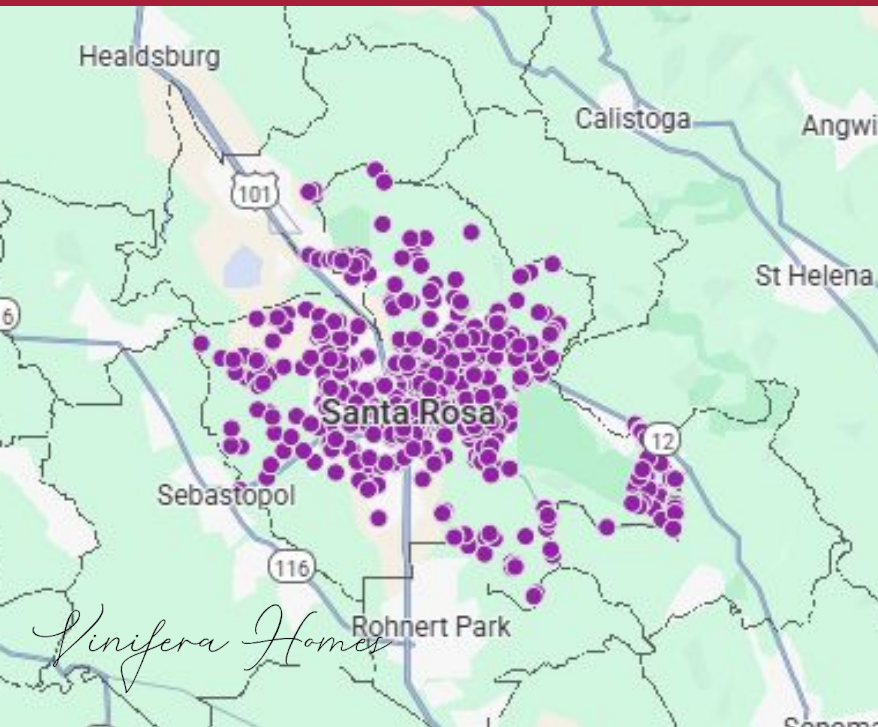


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.

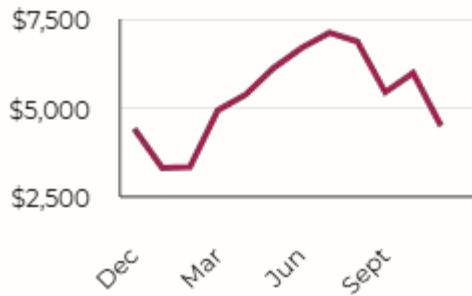


**We actually love what we do.**

# Santa Rosa Market Snapshot

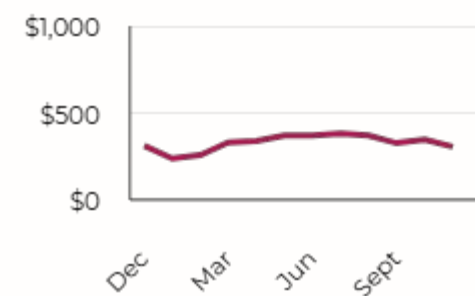


## Demand Metrics



Revenue

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



ADR

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

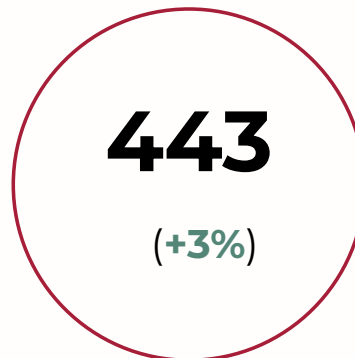


Occupancy

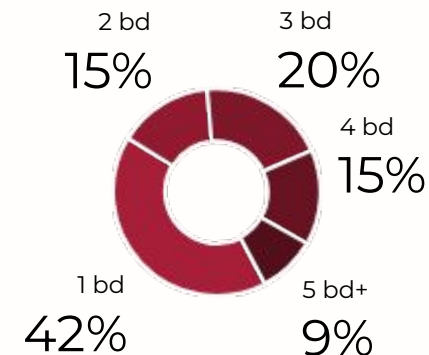
Annual (YoY): 58% (-4%)  
Nov'25 / Nov'24 : (-8%)

## Supply Metrics

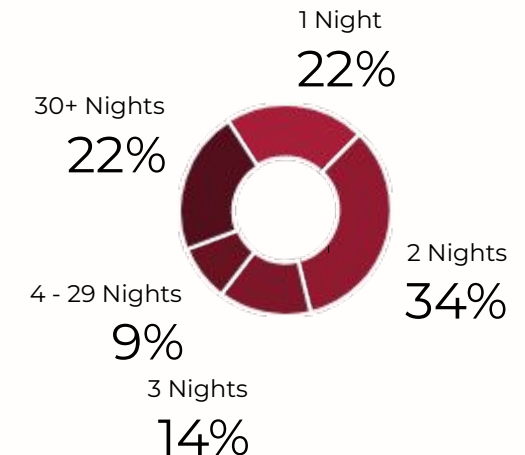
### Active Listings



### 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	✗	✓	★★	★★	★★

# Percentile Analysis of Santa Rosa City

## Last 12 Month Vacation Rental Performance

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