

*Vinifera Homes*

Q4 2025 Sea Ranch 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**.

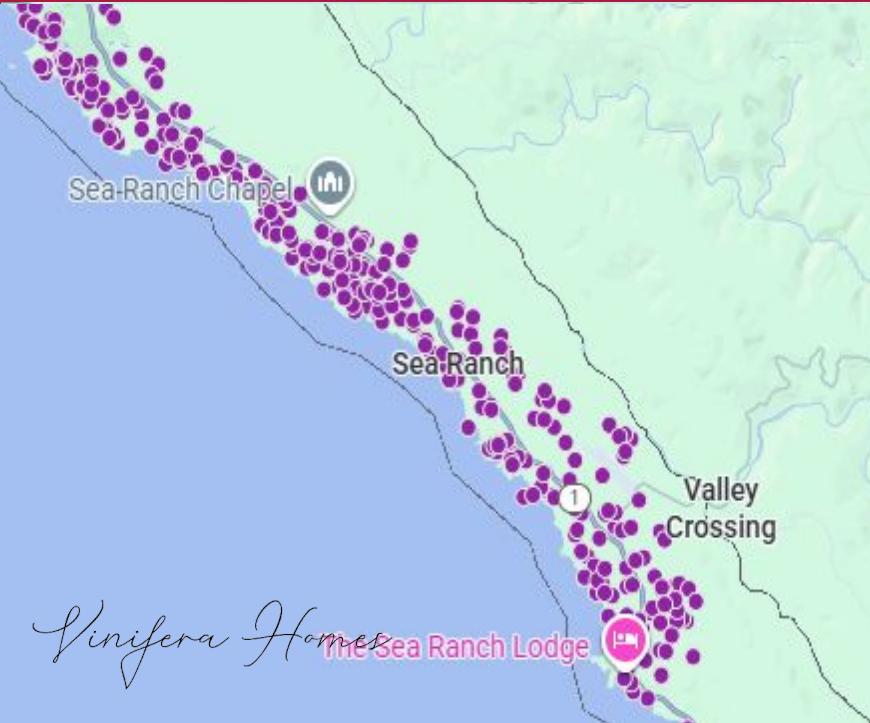


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.



**We actually love what we do.**

# Sea Ranch Market Snapshot



## Demand Metrics



### Revenue

Annual (YoY): \$82K (+6%)  
Nov'25 / Nov'24 : (0%)



### ADR

Annual (YoY): \$452 (+8%)  
Nov'25 / Nov'24 : (+3%)

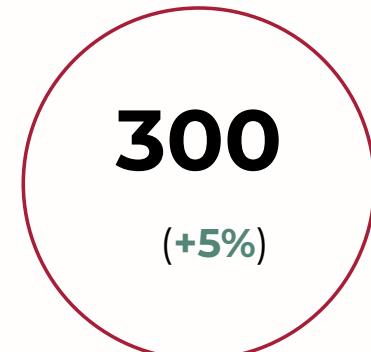


### Occupancy

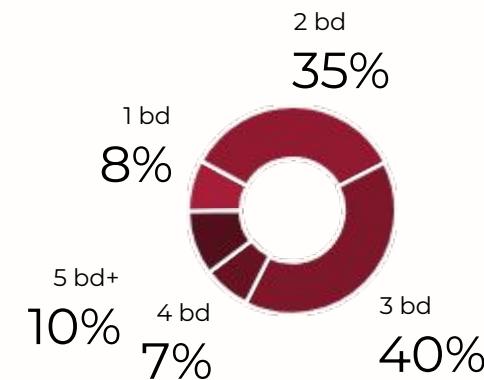
Annual (YoY): 59% (-1%)  
Nov'25 / Nov'24 : (-4%)

## Supply Metrics

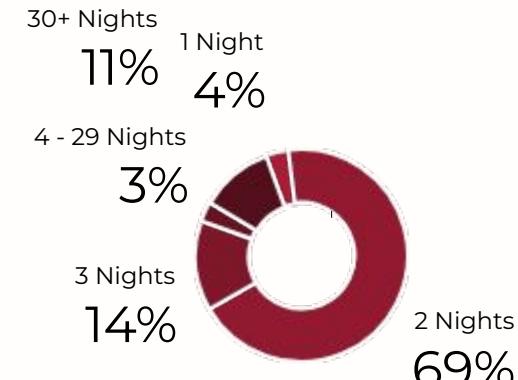
### Active Listings



### 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
<a href="#">Comp 1</a>	\$122,550	\$521	70%	4.95 (96)	3	6	✗	✓	★★★	★★	★★
<a href="#">Comp 2</a>	\$117,318	\$645	82%	5 (17)	3	8	✓	✓	★★★	★★	★★
<a href="#">Comp 3</a>	\$96,553	\$374	73%	4.9 (55)	3	6	✗	✗	★★★	★★	★★
<a href="#">Comp 4</a>	\$93,390	\$368	75%	4.85 (39)	3	6	✓	✗	★★	★★	★★
<a href="#">Comp 5</a>	\$86,570	\$359	70%	4.6 (112)	3	6	✗	✓	★	★★	★
<a href="#">Comp 6</a>	\$84,444	\$329	73%	5 (70)	3	6	✗	✓	★★	★★★	★★
<a href="#">Comp 7</a>	\$83,579	\$360	82%	4.8 (38)	3	8	✓	✓	★★	★★	★★
<a href="#">Comp 8</a>	\$77,674	\$335	76%	4.8 (55)	3	6	✗	✗	★★	★★	★★
<a href="#">Comp 9</a>	\$77,358	\$411	53%	4.9 (105)	3	5	✗	✗	★★★	★★	★★★
<a href="#">Comp 10</a>	\$77,035	\$510	53%	5 (41)	3	8	✗	✓	★★★	★★	★★
<a href="#">Comp 11</a>	\$75,973	\$288	74%	4.95 (37)	3	5	✗	✓	★★	★	★★
<a href="#">Comp 12</a>	\$72,621	\$538	54%	5 (166)	3	8	✓	✗	★★★	★	★
<a href="#">Comp 13</a>	\$72,004	\$453	68%	4.8 (48)	3	6	✓	✓	★★★	★	★★
<a href="#">Comp 14</a>	\$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
<a href="#">Comp 1</a>	\$109,091	\$460	70%	4.8 (48)	4	10	✓	✓	★★★	★★	★★
<a href="#">Comp 2</a>	\$79,844	\$649	65%	4.95 (29)	4	8	✓	✗	★★★	★★★	★★
<a href="#">Comp 3</a>	\$73,190	\$559	37%	4.9 (122)	4	12	✓	✓	★★★	★★	★★
<a href="#">Comp 4</a>	\$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
<a href="#">Comp 1</a>	\$312,940	\$2,371	47%	5 (8)	10	16	✗	✓	★★★	★★★	★★
<a href="#">Comp 2</a>	\$248,681	\$1,041	66%	4.9 (125)	5	10	✓	✓	★★	★★	★★
<a href="#">Comp 3</a>	\$162,758	\$2,394	31%	5 (137)	5	12	✓	✓	★★★	★★	★
<a href="#">Comp 4</a>	\$112,776	\$794	40%	4.95 (31)	5	12	✗	✓	★★★	★	★★
<a href="#">Comp 5</a>	\$69,799	\$671	50%	4.8 (46)	5	10	✗	✓	★★★	★★	★★

\*Sample of properties in market, not comprehensive

Source: AirDNA

©2024 Proprietary and Confidential. All Rights Reserved.

\*Ratings above 5.0 are VRBO ratings (on scale of 1 - 10)

# Percentile Analysis of Sea Ranch Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
<b>Median Revenue</b>	<b>3 bed</b>	\$54,006	\$57,084	\$58,883	\$69,586	\$80,292	\$91,918
	<b>4 bed</b>	\$38,915	\$43,754	\$52,222	\$67,948	\$87,550	\$98,321
	<b>5 bed</b>	\$60,813	\$63,235	\$65,656	\$68,078	\$70,499	\$71,710
<b>vs. 50th percentile</b>	<b>3 bed</b>	0%	6%	9%	29%	49%	70%
	<b>4 bed</b>	0%	12%	34%	75%	125%	153%
	<b>5 bed</b>	0%	4%	8%	12%	16%	18%

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