

A scenic landscape of rolling hills under a warm, golden sunset. The foreground is dominated by tall, golden grasses. In the middle ground, there are several vineyards with rows of green grapevines, interspersed with trees and shrubs. A large, mature tree with dense foliage stands prominently on the right side. The background shows more hills and vineyards, with the sun low on the horizon, casting a soft glow over the entire scene.

Vinifera Homes

Q1 2026 Guerneville 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.**



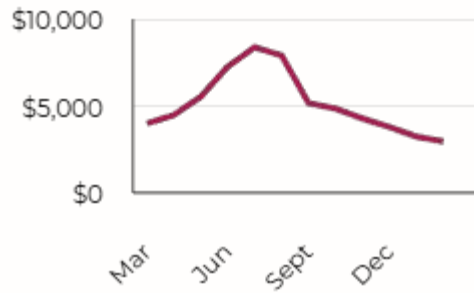
We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.



We actually love what we do.

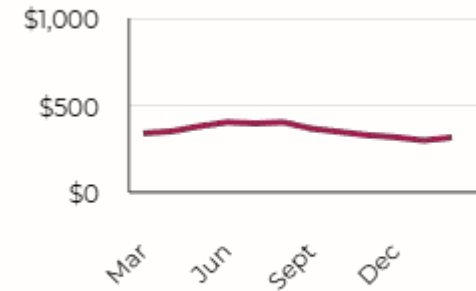
Guerneville Market Snapshot

Demand Metrics



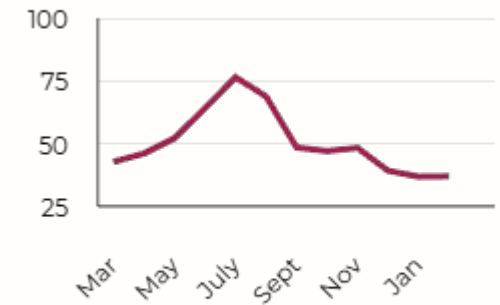
Revenue

Annual (YoY): \$61K(-1%)
Feb'26 / Feb'25 : (-4%)



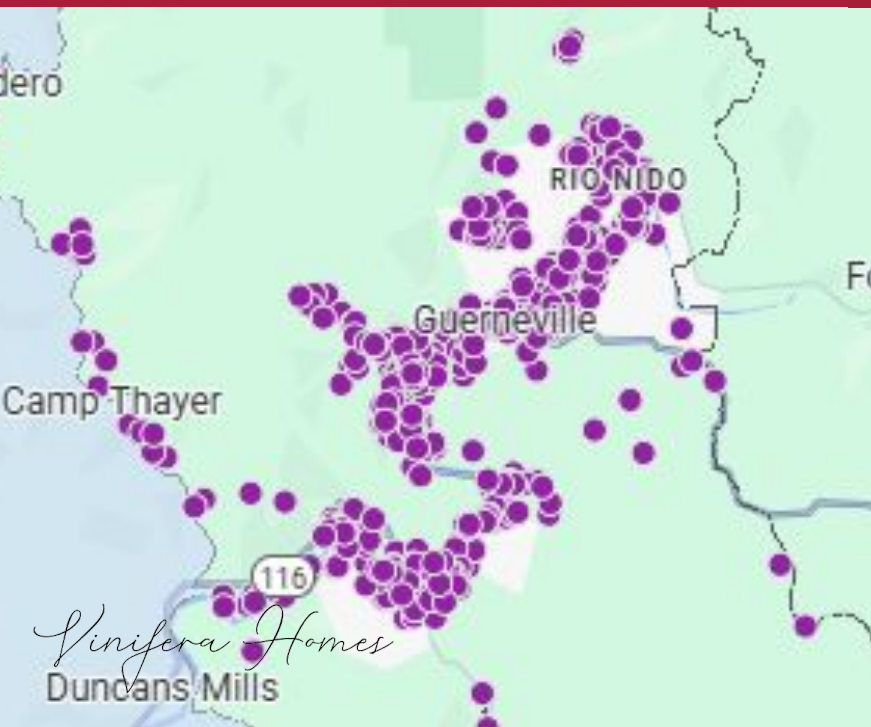
ADR

Annual (YoY): \$362(-2%)
Feb'26 / Feb'25 : (-2%)



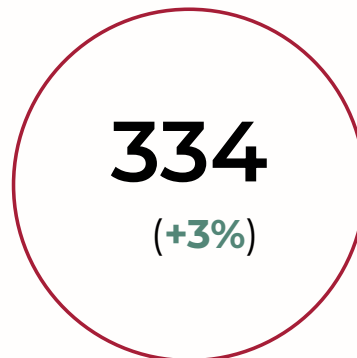
Occupancy

Annual (YoY): 51% (0%)
Feb'26 / Feb'25 : (-3%)

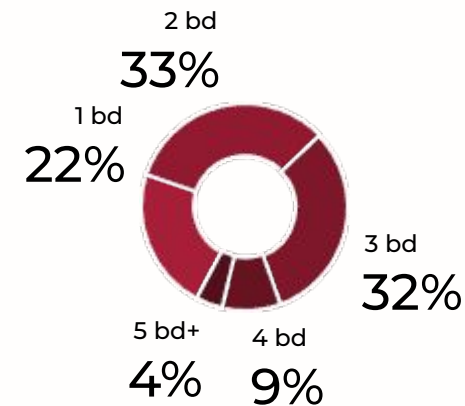


Supply Metrics

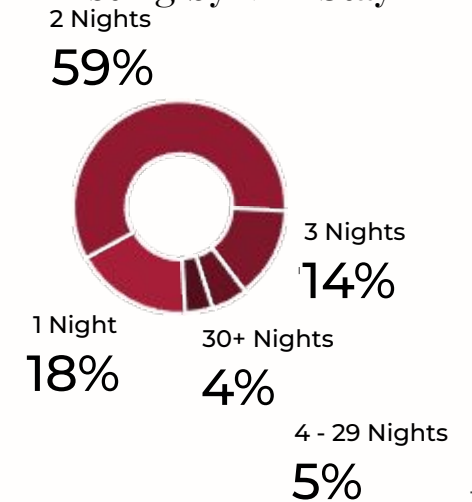
Active Listings



Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

| Guerneville Comps (linked) | Revenue | ADR | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | Arch. & Design | Photos & Listing |
|----------------------------|-----------|-------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| Comp 1 | \$104,999 | \$507 | 68% | 5 (37) | 3 | 6 | ✓ | ✓ | ★★ | ★★★★ | ★★ |
| Comp 2 | \$96,265 | \$465 | 60% | 5 (17) | 3 | 6 | ✓ | ✓ | ★ | ★★ | ★★ |
| Comp 3 | \$86,992 | \$426 | 70% | 4.9 (156) | 3 | 6 | ✗ | ✓ | ★ | ★★ | ★★ |
| Comp 4 | \$83,487 | \$483 | 56% | 4.75 (62) | 3 | 6 | ✗ | ✓ | ★ | ★★ | ★ |
| Comp 5 | \$82,219 | \$462 | 50% | 4.9 (26) | 3 | 6 | ✓ | ✓ | ★ | ★★ | ★★ |
| Comp 6 | \$77,194 | \$359 | 67% | 4.75 (221) | 3 | 6 | ✗ | ✓ | ★ | ★ | ★★ |
| Comp 7 | \$73,027 | \$388 | 54% | 4.9 (225) | 3 | 6 | ✗ | ✓ | ★ | ★★ | ★ |
| Comp 8 | \$72,461 | \$553 | 37% | 4.8 (83) | 3 | 6 | ✗ | ✗ | ★ | ★ | ★ |
| Comp 9 | \$71,328 | \$333 | 69% | 4.75 (239) | 3 | 6 | ✓ | ✓ | ★★★★ | ★★ | ★★ |

Competitive Analysis - 4 BRs that Sleep 8

| Guerneville Comps (linked) | Revenue | ADR | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | 2Arch. & Design | Photos & Listing |
|----------------------------|-----------|-------|-----|-------------|-------|--------|------|---------|-------|-----------------|------------------|
| Comp 1 | \$142,886 | \$789 | 51% | 4.85 (54) | 4 | 8 | ✗ | ✓ | ★★ | ★★★★ | ★★ |
| Comp 2 | \$142,173 | \$781 | 52% | 4.8 (46) | 4 | 8 | ✗ | ✓ | ★★ | ★★ | ★★ |
| Comp 3 | \$125,234 | \$754 | 47% | 4.85 (192) | 4 | 8 | ✗ | ✓ | ★★ | ★★★★ | ★★ |
| Comp 4 | \$105,582 | \$718 | 47% | 4.95 (108) | 4 | 8 | ✗ | ✓ | ★ | ★ | ★★ |
| Comp 5 | \$102,778 | \$761 | 39% | 4.9 (134) | 4 | 8 | ✓ | ✓ | ★★★★ | ★★ | ★ |
| Comp 6 | \$94,735 | \$667 | 42% | 4.9 (198) | 4 | 8 | ✓ | ✓ | ★★ | ★★ | ★ |
| Comp 7 | \$90,891 | \$654 | 44% | 5 (169) | 4 | 8 | ✗ | ✓ | ★★ | ★ | ★★ |
| Comp 8 | \$75,656 | \$565 | 38% | 4.85 (136) | 4 | 8 | ✗ | ✓ | ★★ | ★ | ★ |
| Comp 9 | \$74,683 | \$612 | 40% | 4.95 (31) | 4 | 8 | ✗ | ✗ | ★★ | ★ | ★ |
| Comp 10 | \$72,865 | \$656 | 37% | 4.85 (75) | 4 | 8 | ✗ | ✗ | ★★★★ | ★★ | ★ |

Competitive Analysis - 5 BRs that Sleep 10 - 12

| Guerneville Comps (linked) | Revenue | ADR | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot Tub | Views | 2Arch. & Design | Photos & Listing |
|----------------------------|-----------|---------|-----|-------------|-------|--------|------|---------|-------|-----------------|------------------|
| Comp 1 | \$139,010 | \$1,078 | 39% | 4.75 (125) | 5 | 12 | ✘ | ✓ | ★★ | ★★★ | ★★ |
| Comp 2 | \$126,161 | \$595 | 69% | 4.9 (50) | 5 | 12 | ✓ | ✓ | ★★★ | ★★ | ★★ |
| Comp 3 | \$119,803 | \$815 | 42% | 4.85 (88) | 5 | 10 | ✘ | ✓ | ★★★ | ★★ | ★★ |
| Comp 4 | \$95,439 | \$1,026 | 38% | 4.9 (158) | 5 | 12 | ✓ | ✓ | ★★★ | ★ | ★★ |
| Comp 5 | \$94,909 | \$1,091 | 33% | 5 (177) | 5 | 10 | ✓ | ✘ | ★★★ | ★★ | ★★ |
| Comp 6 | \$91,695 | \$771 | 38% | 4.9 (215) | 5 | 12 | ✓ | ✓ | ★★ | ★ | ★ |
| Comp 7 | \$91,571 | \$472 | 54% | 4.75 (214) | 5 | 10 | ✘ | ✓ | ★★ | ★★ | ★ |
| Comp 8 | \$89,156 | \$656 | 39% | 4.75 (146) | 5 | 10 | ✘ | ✘ | ★★ | ★★ | ★★ |

Percentile Analysis of Guerneville City

Last 12 Month Vacation Rental Performance

| | Percentile | 50th | 60th | 70th | 80th | 90th | 95th |
|---------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Median Revenue | 3 bed | \$71,851 | \$74,744 | \$83,511 | \$93,098 | \$97,393 | \$101,544 |
| | 4 bed | \$95,174 | \$100,312 | \$117,367 | \$123,618 | \$130,016 | \$134,513 |
| | 5 bed | \$126,801 | \$145,494 | \$158,602 | \$171,292 | \$210,146 | \$266,657 |
| vs. 50th percentile | 3 bed | 0% | 4% | 16% | 30% | 36% | 41% |
| | 4 bed | 0% | 5% | 23% | 30% | 37% | 41% |
| | 5 bed | 0% | 15% | 25% | 35% | 66% | 110% |

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

1 **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

2 **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

3 **Lifestyle photos**

Obtain high quality, professionally staged photos that set the scene and showcase the amazing guest experience for your target audience

4 **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

5 **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%)

6 **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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