

A scenic landscape of rolling hills under a warm, golden sunset. The foreground is dominated by a field of tall, golden-brown grasses. In the middle ground, there are several vineyards with rows of green grapevines, interspersed with clusters of trees. A large, mature tree with dense green foliage stands prominently on the right side of the frame. The background shows more rolling hills, some covered in forest, with a soft, hazy light from the setting sun. The overall atmosphere is peaceful and picturesque.

*Vinifera Homes*

Q1 2026 Healdsburg 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.**

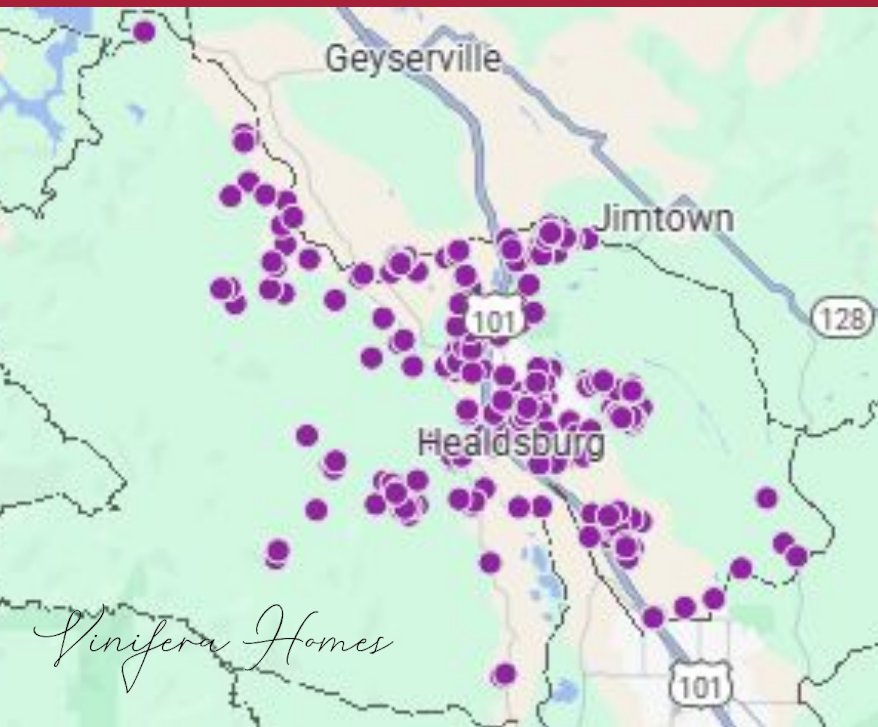


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.

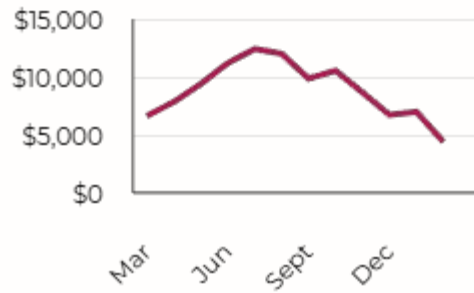


**We actually love what we do.**

# Healdsburg Market Snapshot

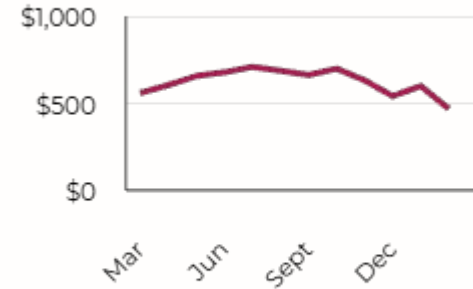


## Demand Metrics



Revenue

Annual (YoY): \$106K(+4%)  
Feb'26 / Feb'25 : (-7%)



ADR

Annual (YoY): \$642(+2%)  
Feb'26 / Feb'25 : (-3%)

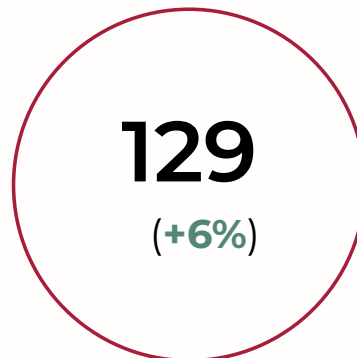


Occupancy

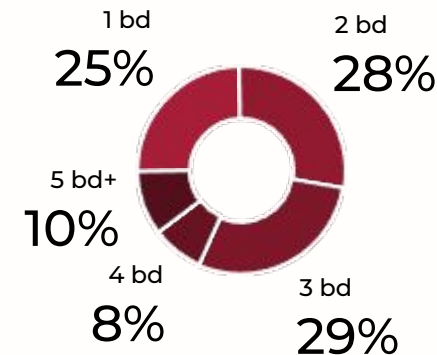
Annual (YoY): 51% (+1%)  
Feb'26 / Feb'25 : (-13%)

## Supply Metrics

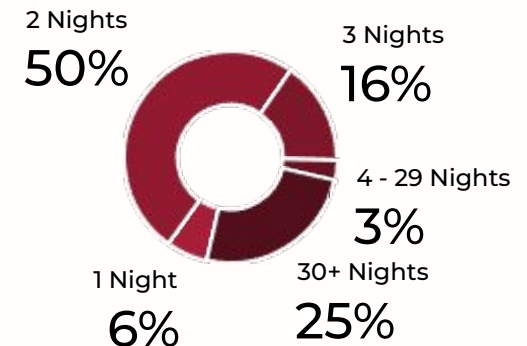
### Active Listings



### Listings by Bedroom



### Listing by Min Stay



# Competitive Analysis - 3 BRs that Sleep 6

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$273,935	\$1,151	77%	5 (133)	3	6	✘	✓	★★	★★★★	★★
<a href="#">Comp 2</a>	\$198,108	\$1,395	49%	5 (25)	3	6	✓	✓	★★★★	★★	★★
<a href="#">Comp 3</a>	\$173,555	\$933	58%	5 (32)	3	6	✓	✘	★★	★★★★	★★
<a href="#">Comp 4</a>	\$138,630	\$894	53%	5 (156)	3	6	✓	✓	★★★★	★	★
<a href="#">Comp 5</a>	\$133,538	\$890	44%	4.55 (40)	3	6	✓	✓	★★★★	★★	★★
<a href="#">Comp 6</a>	\$128,907	\$514	87%	4.95 (185)	3	6	✘	✓	★★★★	★★	★★
<a href="#">Comp 7</a>	\$125,664	\$1,282	41%	5 (78)	3	6	✓	✓	★★	★	★★
<a href="#">Comp 8</a>	\$120,811	\$857	41%	4.85 (137)	3	6	✓	✓	★★★★	★★	★
<a href="#">Comp 9</a>	\$117,226	\$766	52%	5 (96)	3	6	✘	✘	★★★★	★★	★
<a href="#">Comp 10</a>	\$107,987	\$1,317	27%	5 (40)	3	6	✓	✘	★★★★	★★★★	★★
<a href="#">Comp 11</a>	\$96,713	\$520	60%	5 (270)	3	6	✘	✘	★★★★	★★	★★
<a href="#">Comp 12</a>	\$74,744	\$495	44%	4.95 (45)	3	6	✘	✘	★★	★	★★

# Competitive Analysis - 4 BRs that Sleep 8-18

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$535,119	\$3,567	48%	5 (38)	4	8	✓	✗	★★★★	★★	★★
<a href="#">Comp 2</a>	\$294,673	\$1,939	50%	4.95 (92)	4	8	✓	✓	★★★★	★	★
<a href="#">Comp 3</a>	\$292,814	\$1,914	44%	4.95 (43)	4	10	✓	✓	★★★★	★★	★★
<a href="#">Comp 4</a>	\$228,845	\$2,359	41%	5 (11)	4	8	✓	✗	★★★★	★★★★	★★
<a href="#">Comp 5</a>	\$218,027	\$1,504	50%	5 (77)	4	8	✓	✓	★★	★★★★	★
<a href="#">Comp 6</a>	\$167,100	\$1,337	47%	4.95 (183)	4	10	✓	✓	★★	★★	★★
<a href="#">Comp 7</a>	\$161,854	\$981	57%	4.95 (79)	4	8	✗	✓	★★★★	★★	★
<a href="#">Comp 8</a>	\$144,177	\$1,428	39%	4.9 (189)	4	10	✓	✓	★★	★	★★
<a href="#">Comp 9</a>	\$142,771	\$1,005	45%	4.9 (53)	4	8	✗	✓	★★★★	★★	★
<a href="#">Comp 10</a>	\$135,443	\$1,209	41%	4.95 (152)	4	8	✓	✓	★★★★	★	★★
<a href="#">Comp 11</a>	\$84,310	\$1,067	41%	4.85 (141)	4	10	✓	✗	★★★★	★	★★
<a href="#">Comp 12</a>	\$72,078	\$948	22%	4.85 (85)	4	10	✗	✗	★★★★	★★	★

# Competitive Analysis - 5 BRs that Sleep 8 - 10

Healdsburg Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$371,222	\$2,250	49%	5 (70)	5	12	✓	✓	★★★★	★★★★	★★
<a href="#">Comp 2</a>	\$357,853	\$3,007	39%	5 (11)	5	12	✓	✓	★★★★	★★	★★★★
<a href="#">Comp 3</a>	\$210,978	\$831	77%	4.95 (123)	5	12	✓	✓	★★★★	★★★★	★★
<a href="#">Comp 4</a>	\$194,880	\$1,788	32%	4.85 (133)	5	10	✓	✓	★★	★	★★
<a href="#">Comp 5</a>	\$177,106	\$1,322	43%	5 (153)	5	10	✓	✓	★★★★	★★	★
<a href="#">Comp 6</a>	\$135,204	\$1,394	38%	4.9 (170)	5	10	✗	✗	★	★	★★
<a href="#">Comp 7</a>	\$129,822	\$1,778	32%	5 (200)	5	12	✓	✓	★★★★	★	★★
<a href="#">Comp 8</a>	\$97,361	\$1,453	31%	4.95 (21)	5	12	✓	✓	★★★★	★★★★	★

# Percentile Analysis of Healdsburg City

## Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$117,226	\$126,313	\$133,876	\$147,926	\$172,091	\$189,473
	4 bed	\$164,477	\$198,359	\$219,109	\$254,433	\$294,115	\$378,829
	5 bed	\$177,106	\$191,325	\$204,539	\$269,728	\$360,527	\$365,874
vs. 50th percentile	3 bed	0%	8%	14%	26%	47%	62%
	4 bed	0%	21%	33%	55%	79%	130%
	5 bed	0%	8%	15%	52%	104%	107%

**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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