

A scenic landscape of rolling hills under a warm, golden sunset. The foreground is dominated by 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 and vineyards, with the sun low on the horizon, casting a soft, golden glow over the entire scene.

Vinifera Homes

Q1 2026 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.**



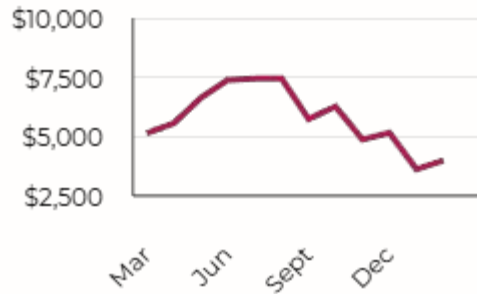
We're data nerds. We really enjoy digging into and tracking metrics to maximize performance.



We actually love what we do.

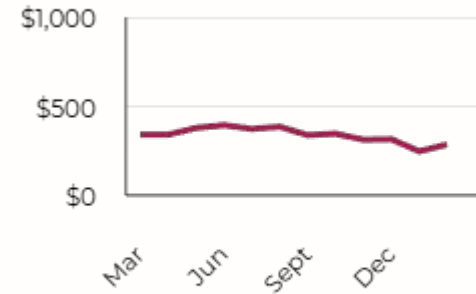
Santa Rosa Market Snapshot

Demand Metrics



Revenue

Annual (YoY): \$69K(-4%)
Feb'26 / Feb'25 : (+10%)



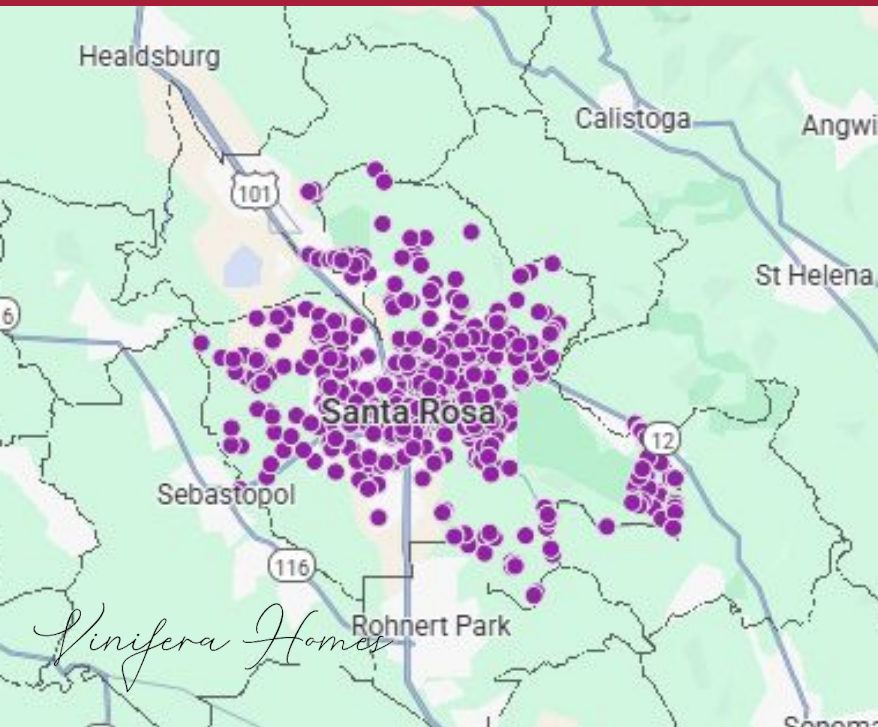
ADR

Annual (YoY): \$345(0%)
Feb'26 / Feb'25 : (+6%)

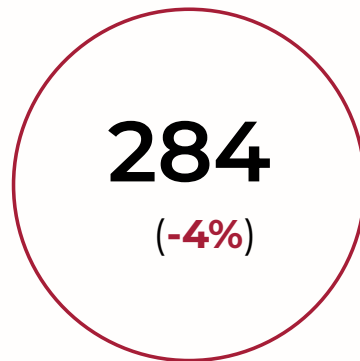


Occupancy

Annual (YoY): 60% (-4%)
Feb'26 / Feb'25 : (+3%)

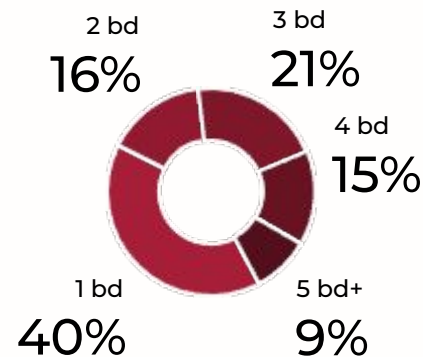


Active Listings

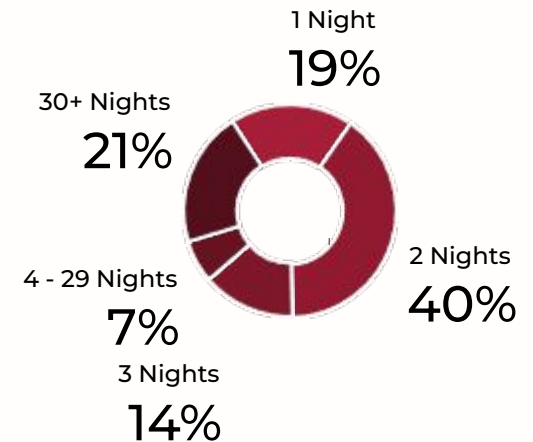


Supply Metrics

Listings by Bedroom



Listing by Min Stay



Competitive Analysis - 3 BRs that Sleep 6

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
Comp 1	\$124,750	\$583	60%	5 (119)	3	6	✓	✗	★★★	★★★	★★★
Comp 2	\$114,417	\$473	69%	4.95 (98)	3	6	✓	✓	★★★	★★★	★
Comp 3	\$103,490	\$458	69%	4.95 (229)	3	6	✓	✗	★★★	★★	★★
Comp 4	\$100,779	\$410	68%	5 (121)	3	6	✗	✓	★★★	★★	★★
Comp 5	\$93,099	\$498	63%	4.85 (286)	3	6	✓	✓	★★	★★	★★
Comp 6	\$89,989	\$431	68%	4.9 (170)	3	6	✓	✓	★★	★	★★
Comp 7	\$84,949	\$350	68%	4.9 (259)	3	6	✗	✗	★	★★	★★
Comp 8	\$84,633	\$484	49%	4.85 (225)	3	6	✓	✓	★★	★★	★★
Comp 9	\$78,178	\$444	52%	5 (315)	3	6	✗	✓	★	★★	★★
Comp 10	\$74,747	\$519	56%	4.9 (191)	3	6	✓	✗	★★	★★	★★
Comp 11	\$73,853	\$364	61%	4.8 (174)	3	6	✗	✓	★	★	★★
Comp 12	\$72,550	\$471	50%	4.85 (53)	3	6	✗	✓	★	★★	★★

Competitive Analysis - 4 BRs that Sleep 8

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$172,546	\$1,085	49%	5 (139)	4	8	✓	✓	★★★	★★	★★
Comp 2	\$166,521	\$946	56%	4.9 (42)	4	8	✓	✓	★★★	★★★	★★
Comp 3	\$150,772	\$1,085	42%	5 (58)	4	8	✓	✓	★★	★★	★★
Comp 4	\$139,277	\$590	68%	4.85 (178)	4	8	✗	✓	★	★★	★
Comp 5	\$132,054	\$635	60%	4.85 (61)	4	8	✓	✓	★★★	★	★★
Comp 6	\$126,766	\$579	62%	4.9 (125)	4	8	✗	✓	★★★	★★	★★
Comp 7	\$123,161	\$977	36%	5 (132)	4	8	✓	✗	★★	★★	★
Comp 8	\$119,312	\$986	40%	4.95 (28)	4	8	✓	✗	★★	★★	★★
Comp 9	\$115,297	\$774	41%	4.95 (42)	4	8	✓	✗	★★★	★	★★
Comp 10	\$115,017	\$816	40%	4.85 (133)	4	8	✓	✓	★★	★★	★★
Comp 11	\$113,849	\$615	55%	4.95 (154)	4	8	✓	✗	★	★★	★
Comp 12	\$101,660	\$568	50%	4.95 (209)	4	8	✓	✓	★★	★★★	★★
Comp 13	\$101,278	\$773	40%	4.6 (10)	4	8	✗	✗	★★★	★★	★★
Comp 14	\$100,894	\$1,030	32%	5 (9)	4	8	✗	✓	★★	★	★★

Competitive Analysis - 5 BRs that Sleep 10 - 12

Santa Rosa Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
Comp 1	\$282,399	\$1,463	58%	4.5 (49)	5	12	✓	✓	★★★	★★★★	★★
Comp 2	\$276,835	\$1,337	60%	4.9 (63)	5	10	✓	✓	★★★	★★★★	★★
Comp 3	\$248,308	\$1,119	64%	4.9 (118)	5	10	✓	✓	★★★	★★★★	★★
Comp 4	\$224,102	\$1,358	49%	4.9 (60)	5	12	✓	✓	★★★	★★	★★
Comp 5	\$207,423	\$1,492	55%	5 (66)	5	10	✓	✗	★★	★★	★★
Comp 6	\$188,287	\$2,296	31%	5 (140)	5	12	✓	✓	★★	★★	★
Comp 7	\$186,721	\$1,228	44%	4.9 (172)	5	10	✓	✗	★	★★	★
Comp 8	\$164,981	\$1,085	59%	4.95 (133)	5	10	✓	✓	★★	★★★★	★★
Comp 9	\$152,362	\$751	63%	5 (109)	5	10	✓	✗	★★	★★	★★
Comp 10	\$138,627	\$930	49%	4.95 (79)	5	12	✓	✓	★	★★	★
Comp 11	\$124,104	\$602	57%	5 (91)	5	10	✗	✗	★★★	★★★★	★

Percentile Analysis of Santa Rosa City

Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$77,297	\$84,219	\$88,708	\$97,961	\$143,957	\$263,385
	4 bed	\$121,786	\$128,881	\$149,277	\$173,037	\$216,691	\$240,464
	5 bed	\$164,981	\$187,347	\$203,596	\$228,943	\$265,424	\$278,504
vs. 50th percentile	3 bed	0%	9%	15%	27%	86%	241%
	4 bed	0%	6%	23%	42%	78%	97%
	5 bed	0%	14%	23%	39%	61%	69%

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

 (707) 625 - 7139

 anish@viniferahomes.com