

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 Sebastopol 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.**

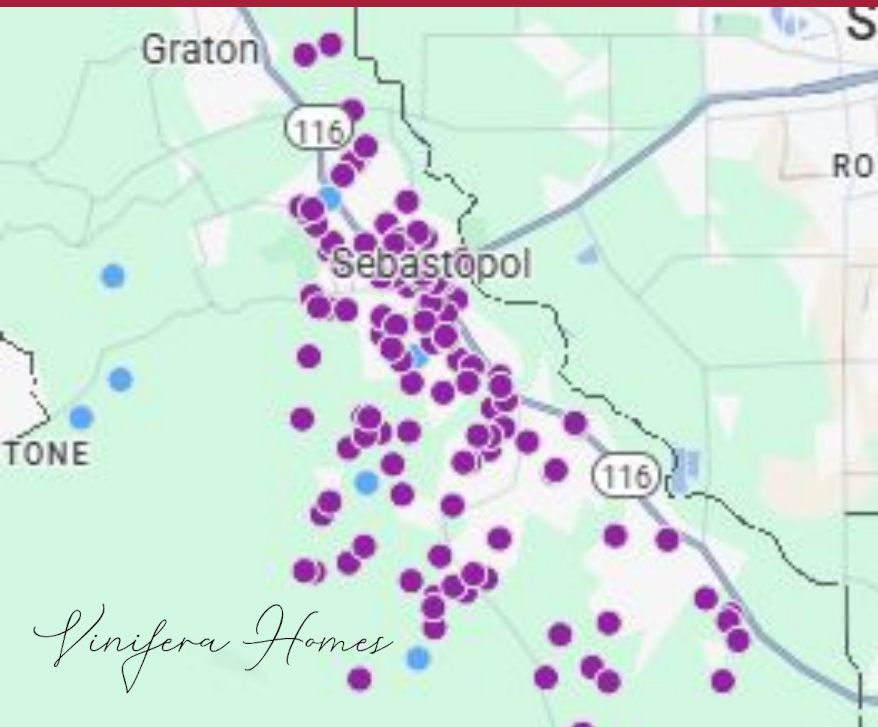


**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.

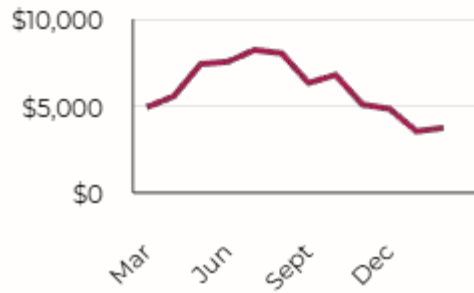


**We actually love what we do.**

# Sebastopol Market Snapshot

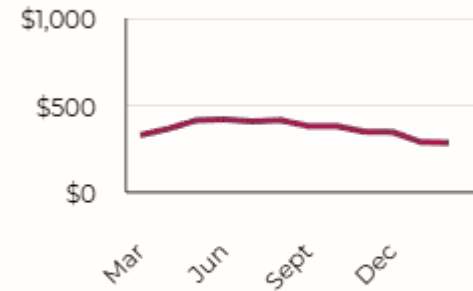


## Demand Metrics



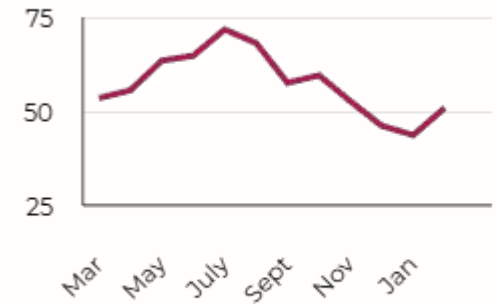
Revenue

Annual (YoY): \$72K(-2%)  
Feb'26 / Feb'25 : (-8%)



ADR

Annual (YoY): \$374(-3%)  
Feb'26 / Feb'25 : (-7%)

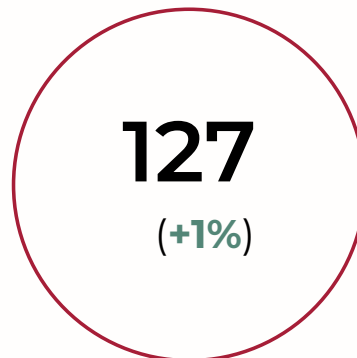


Occupancy

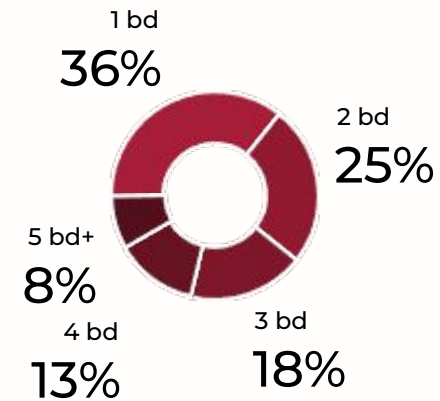
Annual (YoY): 58% (0%)  
Feb'26 / Feb'25 : (-5%)

## Supply Metrics

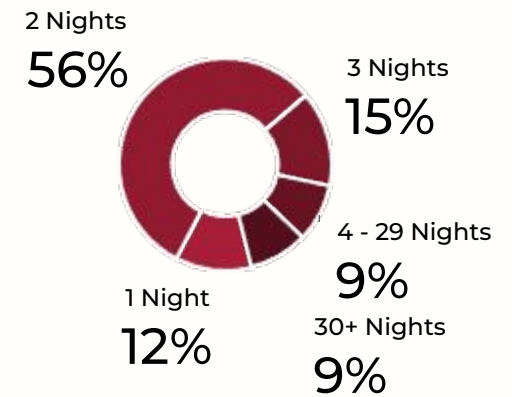
### Active Listings



### Listings by Bedroom



### Listing by Min Stay



# Competitive Analysis - 3 BRs that Sleep 6

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$123,493	\$486	72%	5 (48)	3	8	✘	✓	★★★★	★★★★	★★
<a href="#">Comp 2</a>	\$109,490	\$836	49%	4.9 (64)	3	8	✓	✓	★★	★★	★★
<a href="#">Comp 3</a>	\$105,322	\$650	50%	5 (49)	3	8	✓	✓	★★★★	★★★★	★★
<a href="#">Comp 4</a>	\$103,739	\$725	44%	4.85 (155)	3	8	✓	✓	★★	★★	★★
<a href="#">Comp 5</a>	\$101,334	\$831	36%	4.95 (96)	3	6	✓	✓	★	★★	★
<a href="#">Comp 6</a>	\$96,607	\$737	49%	4.95 (88)	3	8	✓	✓	★★	★★	★★
<a href="#">Comp 7</a>	\$95,850	\$538	64%	5 (44)	3	6	✘	✓	★★	★	★
<a href="#">Comp 8</a>	\$85,394	\$279	87%	5 (424)	3	6	✘	✘	★	★★	★
<a href="#">Comp 9</a>	\$82,793	\$301	78%	4.95 (133)	3	6	✘	✘	★	★	★★
<a href="#">Comp 10</a>	\$77,050	\$461	77%	5 (73)	3	6	✘	✓	★★★★	★★	★★
<a href="#">Comp 11</a>	\$71,308	\$549	54%	5 (48)	3	6	✘	✘	★	★★	★★
<a href="#">Comp 12</a>	\$67,346	\$624	46%	5 (64)	3	6	✘	✓	★★★★	★	★

# Competitive Analysis - 4 BRs that Sleep 8

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$188,032	\$1,880	30%	4.95 (44)	4	8	✓	✓	★★★	★★★	★★
<a href="#">Comp 2</a>	\$169,596	\$998	50%	4.95 (35)	4	12	✓	✓	★★★	★★	★★
<a href="#">Comp 3</a>	\$155,014	\$803	69%	5 (119)	4	8	✓	✓	★★★	★	★★
<a href="#">Comp 4</a>	\$151,744	\$925	46%	4.9 (120)	4	8	✓	✓	★★★	★★	★★
<a href="#">Comp 5</a>	\$151,555	\$1,562	34%	4.85 (12)	4	8	✓	✓	★★★	★★	★★
<a href="#">Comp 6</a>	\$128,765	\$876	48%	4.85 (99)	4	10	✓	✓	★★★	★★★	★
<a href="#">Comp 7</a>	\$122,153	\$860	40%	4.9 (139)	4	8	✓	✓	★★★	★	★★
<a href="#">Comp 8</a>	\$114,059	\$839	46%	4.7 (17)	4	8	✓	✓	★★★	★★	★
<a href="#">Comp 9</a>	\$90,143	\$920	29%	4.9 (71)	4	10	✓	✓	★★★	★	★★
<a href="#">Comp 10</a>	\$81,584	\$697	33%	4.8 (100)	4	10	✗	✓	★★★	★★	★★
<a href="#">Comp 11</a>	\$78,204	\$567	44%	4.85 (61)	4	8	✓	✗	★★★	★★	★★
<a href="#">Comp 12</a>	\$76,883	\$541	40%	4.95 (50)	4	8	✗	✓	★★★	★★★	★★

# Competitive Analysis - 5 BRs that Sleep 10 - 12

Sebastopol Comps (linked)	Revenue	ADR	Occ	Rating (#)*	# BRs	Sleeps	Pool	Hot Tub	Views	2Arch. & Design	Photos & Listing
<a href="#">Comp 1</a>	\$204,434	\$1,203	47%	4.95 (175)	5	12	✓	✓	★★★★	★★★★	★★
<a href="#">Comp 2</a>	\$168,037	\$1,389	35%	4.95 (138)	5	16	✗	✓	★★★★	★★	★★
<a href="#">Comp 3</a>	\$165,954	\$1,248	37%	4.9 (98)	5	12	✓	✓	★★★★	★	★
<a href="#">Comp 4</a>	\$123,100	\$1,415	29%	4.75 (94)	5	16	✗	✓	★★★★	★	★★
<a href="#">Comp 5</a>	\$120,216	\$1,093	33%	5 (118)	5	10	✓	✓	★★★★	★★	★★
<a href="#">Comp 6</a>	\$92,252	\$896	35%	4.9 (35)	5	12	✗	✓	★★★★	★★	★★
<a href="#">Comp 7</a>	\$91,374	\$743	43%	4.95 (207)	5	14	✓	✗	★★★★	★	★★

# Percentile Analysis of Sebastopol City

## Last 12 Month Vacation Rental Performance

	Percentile	50th	60th	70th	80th	90th	95th
Median Revenue	3 bed	\$95,850	\$97,552	\$102,296	\$104,689	\$108,656	\$115,091
	4 bed	\$125,459	\$151,555	\$153,379	\$169,596	\$185,062	\$194,298
	5 bed	\$123,100	\$148,812	\$166,371	\$167,620	\$182,596	\$193,515
vs. 50th percentile	3 bed	0%	2%	7%	9%	13%	20%
	4 bed	0%	21%	22%	35%	48%	55%
	5 bed	0%	21%	35%	36%	48%	57%

**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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