



Vinifera Homes

Q2 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.

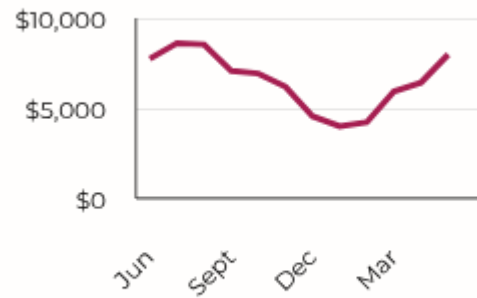


We actually love what we do.

Sebastopol Market Snapshot



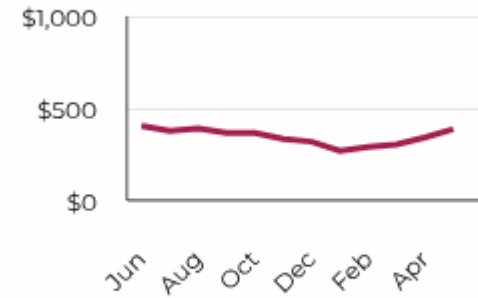
Demand Metrics



Revenue

Annual (YoY): \$68(0%)

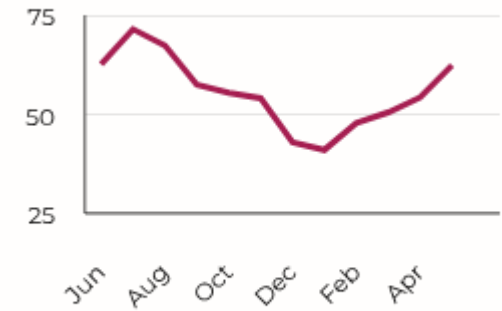
May'26 / May'25 : (-10%)



ADR

Annual (YoY): \$370(0%)

May'26 / May'25 : (-3%)



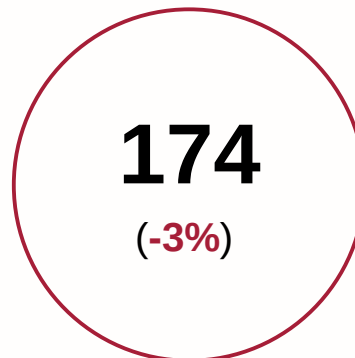
Occupancy

Annual (YoY): 56% (+1%)

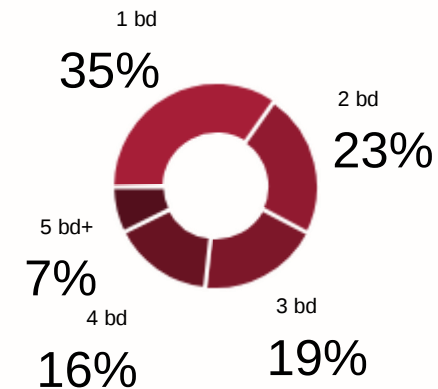
May'26 / May'25 : (0%)

Supply Metrics

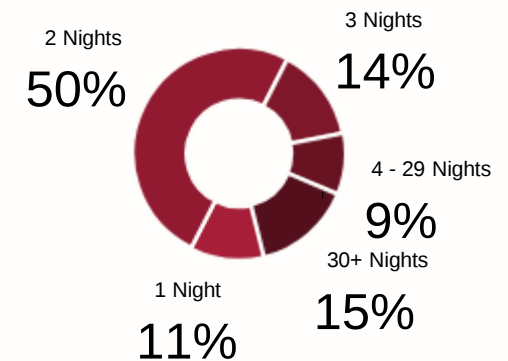
Active Listings



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
Comp 1	\$97,702	\$821	36%	4.95 (101)	3	6	✓	✓	★★★★	★★★★	★★
Comp 2	\$89,926	\$580	53%	5 (49)	3	6	✗	✓	★★★★	★★	★★
Comp 3	\$88,040	\$340	73%	5 (70)	3	6	✗	✗	★★★★	★★★★	★★
Comp 4	\$82,368	\$302	77%	4.95 (158)	3	6	✗	✗	★★	★★	★★
Comp 5	\$81,012	\$692	43%	5 (16)	3	6	✗	✗	★	★	★
Comp 6	\$76,309	\$290	83%	5 (427)	3	6	✗	✗	★★	★★	★★
Comp 7	\$72,741	\$328	63%	4.95 (104)	3	6	✗	✗	★	★	★
Comp 8	\$72,713	\$307	86%	5 (3)	3	6	✓	✗	★	★★	★
Comp 9	\$71,046	\$467	68%	5 (74)	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
Comp 1	\$194,426	\$1,568	43%	4.85 (12)	4	8	✓	✓	★★★★	★★★★	★★
Comp 2	\$167,540	\$1,727	28%	4.95 (47)	4	8	✓	✓	★★★★	★★	★★
Comp 3	\$138,681	\$867	61%	4.95 (123)	4	8	✓	✓	★★★★	★★	★★
Comp 4	\$131,563	\$914	40%	4.9 (122)	4	8	✓	✓	★★★★	★★	★★
Comp 5	\$115,944	\$853	40%	4.9 (145)	4	8	✓	✓	★★	★★	★★
Comp 6	\$98,681	\$427	63%	4.95 (26)	4	8	✗	✓	★★★★	★★★★	★★
Comp 7	\$94,120	\$544	52%	4.85 (69)	4	8	✗	✗	★★★★	★★	★★
Comp 8	\$91,249	\$971	45%	4.3 (7)	4	8	✓	✓	★★	★★	★★
Comp 9	\$87,476	\$554	45%	4.95 (63)	4	8	✗	✓	★★★★	★★	★★
Comp 10	\$85,423	\$610	45%	5 (38)	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
Comp 1	\$204,434	\$1,203	47%	4.95 (175)	5	12	✓	✓	★★★★	★★★★	★★
Comp 2	\$168,037	\$1,389	35%	4.95 (138)	5	16	✗	✓	★★★★	★★	★★
Comp 3	\$165,954	\$1,248	37%	4.9 (98)	5	12	✓	✓	★★★★	★	★
Comp 4	\$123,100	\$1,415	29%	4.75 (94)	5	16	✗	✓	★★★★	★	★★
Comp 5	\$120,216	\$1,093	33%	5 (118)	5	10	✓	✓	★★★★	★★	★★
Comp 6	\$92,252	\$896	35%	4.9 (35)	5	12	✗	✓	★★★★	★★	★★
Comp 7	\$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
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Median Revenue	3 bed	\$70,778	\$74,168	\$83,643	\$91,481	\$103,583	\$112,978
	4 bed	\$93,351	\$112,491	\$132,028	\$150,225	\$170,412	\$190,992
	5 bed	\$111,572	\$137,488	\$165,753	\$173,448	\$181,111	\$193,313

vs. 50th percentile	3 bed	0%	5%	18%	29%	46%	60%
	4 bed	0%	21%	41%	61%	83%	105%
	5 bed	0%	23%	49%	55%	62%	73%

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

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