

# Q3 2026 Market Analysis

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Guerneville · Sonoma County, California

Twelve months of demand and supply data for the Guerneville submarket, the competitive set at every bedroom count, and what separates the top of the market from the middle.

# 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.**



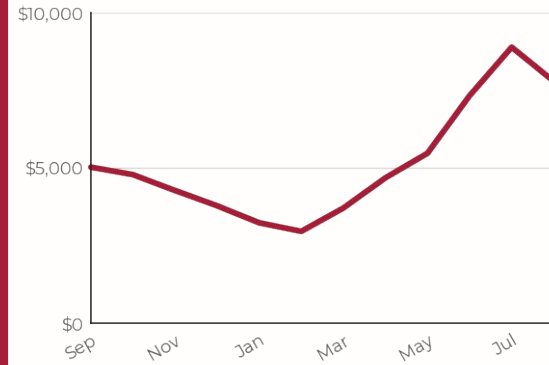
**We're data nerds.** We really enjoy digging into and tracking metrics to maximize performance.



**We actually love what we do.**

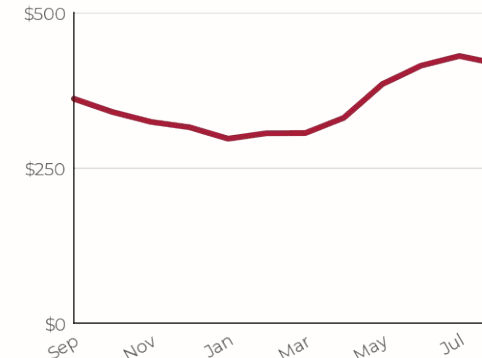
# Guerneville Market Snapshot

## Demand Metrics



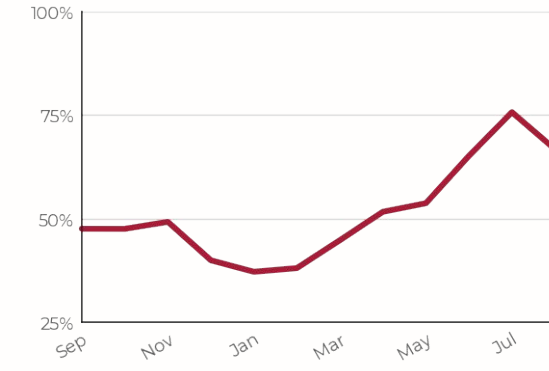
### Revenue

Annual (YoY): \$62K(+3%)  
Sep'26 / Sep'25 : (+3%)



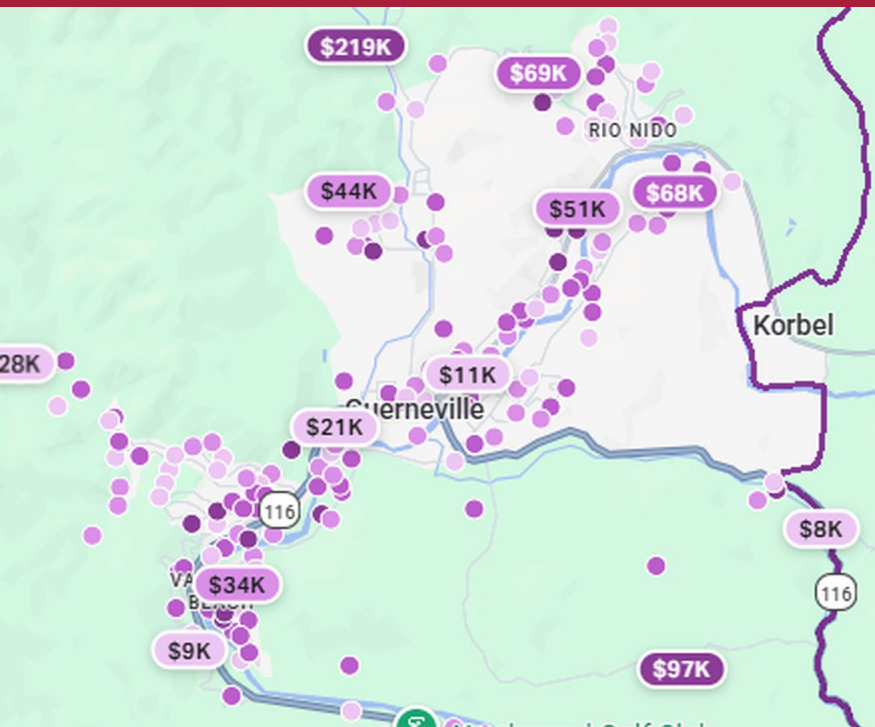
### ADR

Annual (YoY): \$365(-1%)  
Sep'26 / Sep'25 : (+6%)



### Occupancy

Annual (YoY): 52% (+3%)  
Sep'26 / Sep'25 : (-1%)

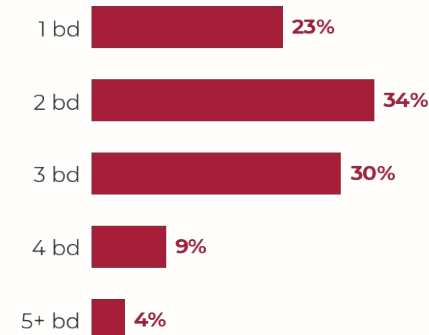


## Active Listings

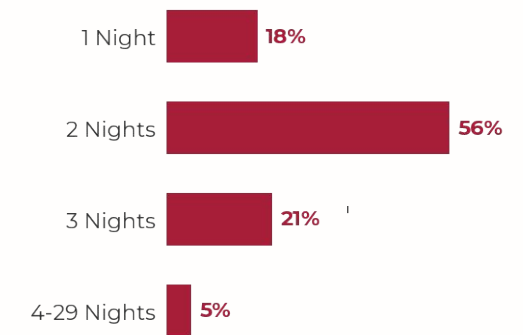
**469**  
(+2%)

## Supply Metrics

### Listings by Bedroom



### Listing by Min Stay



## COMPETITIVE ANALYSIS

# 3 BRs that sleep 6

Thirteen three-bedroom homes, ranked by trailing-twelve-month revenue.

| Guerneville comps (linked) | Revenue  | ADR   | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot tub | Views | Arch. & design | Photos & listing |
|----------------------------|----------|-------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>     | \$97,528 | \$498 | 71% | 5 (56)      | 3     | 6      | ✓    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 2</a>     | \$93,871 | \$399 | 81% | 5 (65)      | 3     | 6      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 3</a>     | \$93,832 | \$569 | 57% | 4.75 (75)   | 3     | 6      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 4</a>     | \$93,361 | \$476 | 61% | 4.9 (95)    | 3     | 6      | —    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 5</a>     | \$92,722 | \$403 | 74% | 4.9 (175)   | 3     | 6      | —    | ✓       | ★★    | ★              | ★★               |
| <a href="#">Comp 6</a>     | \$85,612 | \$528 | 46% | 5 (42)      | 3     | 6      | ✓    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 7</a>     | \$84,988 | \$483 | 50% | 4.95 (47)   | 3     | 6      | ✓    | ✓       | ★★    | ★              | ★★               |
| <a href="#">Comp 8</a>     | \$83,762 | \$635 | 43% | 4.95 (34)   | 3     | 6      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 9</a>     | \$78,780 | \$379 | 64% | 4.75 (240)  | 3     | 6      | —    | ✓       | ★★    | ★              | ★★               |
| <a href="#">Comp 10</a>    | \$78,401 | \$306 | 72% | 4.85 (74)   | 3     | 6      | —    | —       | ★★    | ★★             | ★★               |
| <a href="#">Comp 11</a>    | \$76,954 | \$437 | 53% | 4.5 (29)    | 3     | 6      | —    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 12</a>    | \$76,328 | \$538 | 40% | 4.85 (95)   | 3     | 6      | —    | —       | ★★    | ★★             | ★★               |
| <a href="#">Comp 13</a>    | \$73,269 | \$354 | 79% | 4.85 (218)  | 3     | 6      | —    | ✓       | ★     | ★              | ★                |

\*Sample of properties in market, not comprehensive. Source: AirDNA.

\*Ratings above 5.0 are VRBO ratings, on a scale of 1–10.

## COMPETITIVE ANALYSIS

# 4 BRs that sleep 8+

Thirteen four-bedroom homes, ranked by trailing-twelve-month revenue.

| Guerneville comps (linked) | Revenue   | ADR   | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot tub | Views | Arch. & design | Photos & listing |
|----------------------------|-----------|-------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>     | \$152,013 | \$760 | 57% | 5 (182)     | 4     | 10     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 2</a>     | \$148,143 | \$892 | 61% | 4.85 (65)   | 4     | 8      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 3</a>     | \$144,648 | \$904 | 49% | 4.7 (90)    | 4     | 14     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 4</a>     | \$141,706 | \$869 | 47% | 4.85 (69)   | 4     | 8      | —    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 5</a>     | \$135,217 | \$739 | 51% | 4.85 (209)  | 4     | 8      | —    | ✓       | ★★    | ★              | ★★               |
| <a href="#">Comp 6</a>     | \$129,647 | \$946 | 40% | 4.75 (58)   | 4     | 14     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 7</a>     | \$123,631 | \$706 | 49% | 5 (130)     | 4     | 8      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 8</a>     | \$118,157 | \$560 | 59% | 4.95 (173)  | 4     | 10     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 9</a>     | \$111,334 | \$571 | 56% | 4.95 (250)  | 4     | 10     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 10</a>    | \$101,148 | \$592 | 52% | 4.9 (31)    | 4     | 8      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 11</a>    | \$90,290  | \$645 | 41% | 5 (190)     | 4     | 8      | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 12</a>    | \$87,902  | \$567 | 45% | 4.85 (149)  | 4     | 8      | —    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 13</a>    | \$87,478  | \$774 | 35% | 4.75 (17)   | 4     | 10     | —    | —       | ★★    | ★              | ★★               |

\*Sample of properties in market, not comprehensive. Source: AirDNA.

\*Ratings above 5.0 are VRBO ratings, on a scale of 1–10.

## COMPETITIVE ANALYSIS

# 5 BRs that sleep 10+

Eight five-bedroom homes, ranked by trailing-twelve-month revenue.

| Guerneville comps (linked) | Revenue   | ADR     | Occ | Rating (#)* | # BRs | Sleeps | Pool | Hot tub | Views | Arch. & design | Photos & listing |
|----------------------------|-----------|---------|-----|-------------|-------|--------|------|---------|-------|----------------|------------------|
| <a href="#">Comp 1</a>     | \$150,437 | \$1,098 | 40% | 4.75 (139)  | 5     | 12     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 2</a>     | \$137,931 | \$1,314 | 38% | 4.9 (169)   | 5     | 12     | ✓    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 3</a>     | \$136,666 | \$599   | 71% | 5 (65)      | 5     | 12     | ✓    | ✓       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 4</a>     | \$96,245  | \$782   | 36% | 4.85 (98)   | 5     | 10     | —    | ✓       | ★★    | ★★             | ★★               |
| <a href="#">Comp 5</a>     | \$93,451  | \$419   | 64% | 4.75 (231)  | 5     | 10     | —    | ✓       | ★★    | ★★             | ★                |
| <a href="#">Comp 6</a>     | \$93,362  | \$707   | 37% | 4.9 (235)   | 5     | 12     | ✓    | ✓       | ★     | ★              | ★                |
| <a href="#">Comp 7</a>     | \$91,898  | \$1,107 | 32% | 5 (191)     | 5     | 10     | ✓    | —       | ★★★   | ★★             | ★★               |
| <a href="#">Comp 8</a>     | \$86,490  | \$670   | 36% | 4.75 (150)  | 5     | 10     | —    | —       | ★★    | ★★             | ★★               |

\*Sample of properties in market, not comprehensive. Source: AirDNA.

\*Ratings above 5.0 are VRBO ratings, on a scale of 1–10.

PERCENTILE ANALYSIS

# Where a home lands is a management outcome

Guerneville city, last twelve months of vacation rental performance. Source: AirDNA.

MEDIAN REVENUE

| Bedrooms | 50th     | 60th      | 70th      | 80th      | 90th      |
|----------|----------|-----------|-----------|-----------|-----------|
| 3 bed    | \$64,524 | \$72,405  | \$78,477  | \$86,000  | \$97,709  |
| 4 bed    | \$89,939 | \$99,440  | \$114,746 | \$129,647 | \$143,177 |
| 5 bed    | \$96,245 | \$116,324 | \$130,537 | \$137,172 | \$140,432 |

LIFT VS. THE 50TH PERCENTILE

| Bedrooms | 50th | 60th | 70th | 80th | 90th |
|----------|------|------|------|------|------|
| 3 bed    | 0%   | 12%  | 22%  | 33%  | 51%  |
| 4 bed    | 0%   | 11%  | 28%  | 44%  | 59%  |
| 5 bed    | 0%   | 21%  | 36%  | 43%  | 46%  |

WHAT THIS DATA MEANS

A home at the 50th percentile outperforms half the market. A home managed well enough to reach the top of the range earns roughly 51% more than a median home — same market, same bedroom count.

# How to set a vacation rental up for success

Six things that decide whether a home performs at the median or at the top of its market.

## 01 Pick your target audience

Who are you trying to attract? Couples on a romantic getaway, small family travelers, adventure seekers, luxury travelers, wine enthusiasts.

## 02 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 that audience and stand out from the crowd.

## 03 Lifestyle photos

Obtain high quality, professionally staged photos that set the scene and showcase the guest experience your target audience is buying.

## 04 Deliver an amazing guest experience

Build rapport from the moment they book through post-stay follow-up: personalized recommendations, a guidebook, and quick responses.

## 05 Build amazing reviews

Reviews increase ranking on Airbnb and VRBO — both the rating and the count matter. Vinifera collects reviews from 70–80% of guests, against an industry average of 10–15%.

## 06 Strategic, dynamic pricing

As reviews build, we ramp the property's performance over 12–18 months through constant optimization on pricing and ranking.



NEXT STEPS

# Let's talk about your home

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**Anish Patel · Head of Owner Relations**

(707) 625-7139 · [anish@viniferahomes.com](mailto:anish@viniferahomes.com) · [viniferahomes.com](http://viniferahomes.com)

*Unreasonable hospitality.*

*Unrelenting standards.*

*Undeniable care.*

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