

LISTING RESET

Casa Marea 302

Two-bedroom condo · Playa del Carmen

For Michael R., Calgary · 27 July 2026

Michael,

It's all in here. I'd start with the title and the photo order. Fifteen minutes each, and they're the two that move things fastest.

The description you can paste whenever you've got ten minutes free. Leave the rates until last, I explain why in section 5.

Anything that isn't clear, just write me.

Rafael

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What I found

I went through your listing, all 24 photos, your last 18 reviews, and the ten closest competitors in Centro and Zazil-Ha.

Short version: your place is better than your listing.

Casa Marea has three things people actively look for in Playa. A rooftop pool. A second bedroom that's actually a bedroom. A location you can walk from. Your listing mentions all three, sort of, inside a 47-word description sitting under a photo of the kitchen counter.

Here's what you've got up right now:

Nice 2 Bedroom Apartment in Playa del Carmen

Nice 2 bedroom apartment in Playa del Carmen. Close to the beach. Has kitchen, wifi and air conditioning. Good for families. Pool on the roof. Parking available. Please contact me for any questions.

So this isn't about your property, your reviews or your rates. You're not losing people at the booking stage. You're losing them before that, at the click. They never open the page at all. Someone scrolling forty options sees one small photo and eight words, decides in about a second, and keeps going.

Which is good news. Click problems are the cheap kind to fix. Nothing in here asks you to renovate anything or buy furniture.

Where the room is:

- Two-bedroom units on your block that present better are running 71-78% occupancy in high season.
- You're at 54%.
- At your rate, that gap is roughly six or seven nights a month.

I can't promise you those numbers. Occupancy moves with season, competition and reviews, not just copy. But the changes below deal with the specific reasons someone scrolls past you today.

The title

Your title is the only text anyone reads before deciding whether to click. It does more work than the entire description. Three options, and why.

Option A, my pick

Rooftop Pool 2BR · 6 Min Walk to the Beach

Leads with the one thing nobody within three blocks can copy, gives them the size straight away, and answers the question every guest asks first. The number is doing the real work here. "Close to the beach" is a claim. "6 min walk" is a fact, and people feel the difference even if they don't think about it.

Option B

Quiet 2BR + Fast Fiber Wifi · 2 Blocks Off Fifth Ave

This one's aimed at remote workers and longer stays. Worth running if you'd rather chase monthly bookings. Lower nightly rate, but a lot less turnover and much less cleaning.

Option C

Two Real Bedrooms, Rooftop Pool · Playa Centro

"Two real bedrooms" quietly separates you from all the listings around here that count a sofa bed as one. Good for families, and for two couples travelling together.

What I'd do: run A for a couple of months, then try B for thirty days and compare your views. You can change the title as often as you like and it takes effect immediately, so there's no cost to testing.

The description

Ready to paste. Copy it as it is. The paragraph breaks and the order aren't decoration, they're doing something.

Coffee on the rooftop before the street wakes up, and your feet in the sand six minutes later.

THE SPACE

Two real bedrooms, not one bedroom and a sofa. The primary has a king and blackout curtains. The second has two twins that convert to a king, which works for families and for two couples travelling together. One and a half baths, so nobody's waiting in the morning. Air conditioning in both bedrooms and the living room, not one unit trying to cool the whole apartment.

THE LOCATION

Two blocks off Fifth Avenue. Close enough to walk to dinner, far enough that you sleep. Groceries, a pharmacy and three good taquerias within one block. The beach is a six-minute walk and we've timed it. Cancún airport is about forty-five minutes.

IF YOU WORK WHILE YOU TRAVEL

Fiber internet, tested at 210 down and 180 up. There's a real desk and a real office chair in the second bedroom, plus a second spot at the dining table, so two people can take calls at once. The router runs on a battery backup. Outages here are short, but your call won't drop.

THE ROOFTOP

This is the part people come back for. Small building, eight units, so the pool is usually empty by four. Shaded palapa, a grill, and enough of a sea view that staying in for sunset is the better call.

PRACTICAL THINGS

Self check-in any time after 3pm with a keypad code. Secure parking included. Filtered drinking water on tap. Xcaret is fifteen minutes away, Tulum about forty, if you want day trips.

Message me before you book, happy to answer anything.

Why it reads this way

- Most people read the first two lines and nothing else, so those carry an image instead of a feature list.
- The caps headers let someone skimming find the one thing they care about in about two seconds.
- Every claim has a number on it. "Fast wifi" is noise. "210 Mbps, tested" is evidence.
- The remote-work block is deliberate. It's the fastest-growing group of guests in Playa and almost nobody on your block mentions it.
- The rooftop comes late on purpose. It rewards the person who's already interested rather than shouting at the one who isn't.

Photo order

You don't need new photos. You need a different order. Only the first five show in the preview grid, and the first one does most of the work by itself.

Photo 1: the rooftop, late afternoon

This is the biggest single change in the document and it costs you nothing. Your lead image right now is the kitchen counter, a room every listing has, shot in flat overhead light. Meanwhile the rooftop, the one thing on your block nobody can copy, is sitting at position fourteen.

Use the shot you already have from around five in the afternoon, the one where the water still holds colour and the palapa throws a shadow. If you can get someone to reshoot it, golden hour with two towels and a drink on the ledge beats an empty pool every time. An empty pool looks like a facility. An occupied one looks like a holiday.

The full sequence

#	Photo	Why here
1	Rooftop pool, late afternoon	The differentiator. Decides the click.
2	Living room, wide, daylight	Answers "how big is it" straight away.
3	Primary bedroom, king made up	The second thing everyone wants to see.
4	Rooftop palapa and grill	Turns photo 1 into a scene.
5	Kitchen, from the doorway	Last slot in the grid. Show scale, not detail.
6	Second bedroom, desk visible	Proves the second bedroom is real.
7	Desk close-up with the chair	Backs up the remote-work claim.
8	Full bathroom	Reassurance more than persuasion.
9	Half bath	Confirms the 1.5 you list.
10	Balcony or window view	Gives the neighbourhood some context.
11	Building entrance from the street	People want to know what they walk up to.
12	The beach, from the end of your street	Closes the six-minute claim.

One more thing while you're in there: caption every photo. Airbnb shows captions in the gallery and most hosts leave them empty. A single line each does it. "Pool's usually empty after 4pm." "Desk and chair, second bedroom." It's free space and almost nobody uses it.

Your price against the block

Ten comparable two-bedroom places within a twelve-minute walk, pulled for a midweek stay in February. Yours is in there for reference.

Property	Sleeps	Weeknight	Weekend	Reviews
Coral 204	4	USD 128	USD 149	86
Mar Azul 3B	4	USD 135	USD 160	142
Casa Marea 302 (yours)	4	USD 119	USD 129	18
Selva 12	5	USD 142	USD 168	97
Palma Suites 6	4	USD 149	USD 175	210
Nube 401	4	USD 152	USD 179	64
Arena Loft 2	4	USD 118	USD 138	31
Casa Ventana	6	USD 165	USD 195	124
Bahía 105	4	USD 124	USD 145	55
Turquesa 208	4	USD 158	USD 182	178

You're under every comparable unit with a rooftop pool, and under a few without one. With 18 reviews some discount makes sense, you're still building trust. But the gap is wider than your review count justifies, and pricing low on a good property makes people wonder what's wrong with it.

What I'd charge

Season	Dates	Weeknight	Weekend
High	15 Dec – 15 Apr	USD 155	USD 185
Shoulder	16 Apr – 30 Jun · 1 Nov – 14 Dec	USD 125	USD 145
Low	1 Jul – 31 Oct	USD 98	USD 115

- Move in two steps, not one. Take high season to 140 first, sit on it three weeks, then go to 155 if bookings hold.

- Set a 22% monthly discount for 28 nights or more. At what cleaning costs you, one monthly booking beats eleven scattered nights.
- 12% weekly discount for 7 to 27 nights.
- Keep the two-night minimum in low season and go to three in high season. Cuts your turnover without costing occupancy.

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Five things worth doing

Ordered by what they'll do for you against what they'll cost you. The first three are basically free and they're most of the gain.

#	What	Effort	Cost	Why bother
1	Reorder the photos, reshoot the rooftop at golden hour	Low	USD 0–120	The biggest lever here. Free if you use what you have.
2	Add a wifi speed test screenshot to the gallery	Low	USD 0	Turns your best claim into proof. Hardly anyone does it.
3	Caption all twelve photos	Low	USD 0	Free space most hosts leave empty.
4	Desk lamp and a laptop riser in the second bedroom	Low	USD 60	Makes the workspace photograph like a workspace.
5	Blackout curtains in the second bedroom	Medium	USD 150	Deals with the complaint that shows up most in your reviews.

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Guest messages

Paste these into your saved messages. They run on their own, and they're where most of your review score actually gets earned.

On booking

Hi [Guest], thanks for booking Casa Marea. Glad to have you.

I'll send door codes and directions three days before you arrive. If you're landing late or you need an early check-in, tell me now and I'll see what I can do.

Anything you want to know about the area in the meantime, just ask.

Three days out

Hi [Guest], here's everything for Thursday.

ADDRESS [address]

DOOR Street gate [code], apartment [code]

PARKING Spot 12, down the ramp on the right

WIFI [network] / [password]

Check-in is any time after 3pm and you don't need to meet anyone.

Two things worth knowing: the taqueria on the corner is the good one, and the rooftop is quietest after 4pm.

Safe travels.

The morning after checkout

Hi [Guest], hope the trip home was easy and that Casa Marea worked for you.

If you've got two minutes, a review makes a real difference for a small place like this one. And if anything fell short, tell me directly first. I'd rather fix it than read about it.

You're welcome back any time.

Start here

Change the title and reorder the photos today. Both take fifteen minutes and both work immediately. Paste the new description this week. Leave the rates alone until those first two changes have had three weeks, otherwise you won't know which one did what.

I'll look at your numbers in thirty days and send you a short read on what moved.

Rafael Lazo

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Sample deliverable. The property, the host and all figures shown are illustrative.