



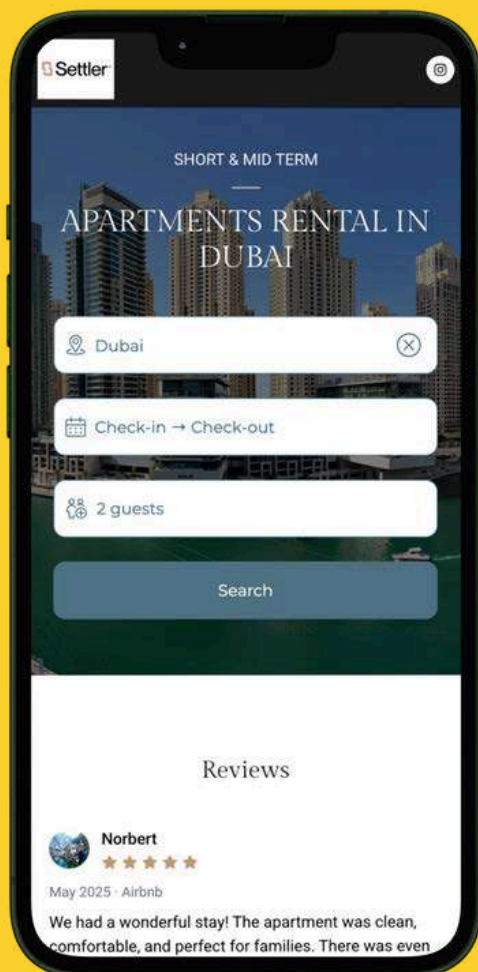
CASE STUDY

How Settlers Home Dubai Increased Revenue on 30+ Listings with Smarter Pricing + Strategic Positioning

....using PriceLabs, targeted guest messaging, and optimized visual presentation.

THE PROBLEM

Settlers Home managed great apartments in prime Dubai neighborhood such as Dubai Marina, JVC, Shoreline and many more but they weren't getting the bookings they should because of these reasons below...



- **Pricing was static**, with no response to demand shifts or seasonality
- **Listings were generic**, not speaking to any specific guest type
- **Photo flow didn't sell** or guide potential guests
- Amenity tags were incomplete, **hurting visibility** in filtered searches
- *The result? **Fewer bookings, lower rates, and missed potential.***

SOLUTIONS

We focused on the 3 core drivers of STR performance:

Pricing that responds to demand, presentation that builds guest trust and interest, and positioning that ensures each listing speaks directly to the right audience and stands out in search results.

1- SET UP SMARTER PRICING WITH PRICELABS

- ✔ Set up **base price**, **minimum**, and **max** rates per listing
- ✔ Added discounts for last-minute and **gap nights**
- ✔ Created **custom pricing rules** for each unit based on location and value
- ✔ Adjusted for seasonality to **avoid underpricing** or empty nights

CUSTOMIZED FOR EACH LISTING

Create Profile	2-3 BED MID TERM
1 BED MID TERM	
1 BEDROOM	
1 BEDROOM MT	
2-3 BED MID TERM	
2-3 BEDROOM	

Default	Fixed Weekday: 14 nights Weekend: 14 nights
Last Minute	Weekday: 2 nights Weekend: 2 nights within 7 nights Weekday: 3 nights Weekend: 3 nights within 10 nights
Orphan Gaps	Weekday: 7 nights Weekend: 7 nights for gaps between 1 and 13 nights
Adjacent day before an unavailable night	Weekday 1 night Weekend 1 night within 1 night before an unavailable night applied within 0 and 999 nights Weekday 2 nights Weekend 2 nights within 2 nights before an unavailable night applied within 0 and 999 nights Weekday 3 nights Weekend 3 nights within 3 nights before an unavailable night applied within 0 and 999 nights Weekday 4 nights Weekend 4 nights within 4 nights before an unavailable night applied within 0 and 999 nights Weekday 5 nights Weekend 5 nights within 5 nights before an unavailable night applied within 0 and 999 nights

BASED ON CALCULATIONS AND DATA

	SET BASE	SET MIN (- 44.3%)	Jan	Feb	March	Apr	May
7 Palm apt. 804	747	330	850	800	747	717	637
Balqis apt 501	1205	533	1370	1293	1203	1157	1027
Beach 1st apt 304	1288	570					
Botanica apt 2008	798	355					
Creek Edge apt 1904	1234	548					
Creek Edge apt 507	572	253					
Golfville apt 302	548	243					
Grand Blue apt 702	1292	573					
JVC11 B Brighton Corner apt 2110	482	213					
JVC11 B Brighton Corner apt 908	482	213					
JVC11 B Brighton Corner 1008	503	223					
JVC11 B Brighton Corner 1008	503	223					
JVC11 B Brighton Corner 1008	503	223					
JVC11 B Brighton Corner 1008	503	223					
La Sirene apt 502	813	360					
Marina View apt 2008	734	325					
Marina View apt 804	692	308					

← Dubai Hills|1|Golfville 322 ▾

1 Bedroom | Dubai | Hospitable (ID:1559584) [🔗](#)

Calendar **Neighborhood Data**

Configure Prices All prices in AED Today

Minimum ⓘ Base ⓘ Maximum ⓘ

243 548

💡 Help Me Choose a Base Price

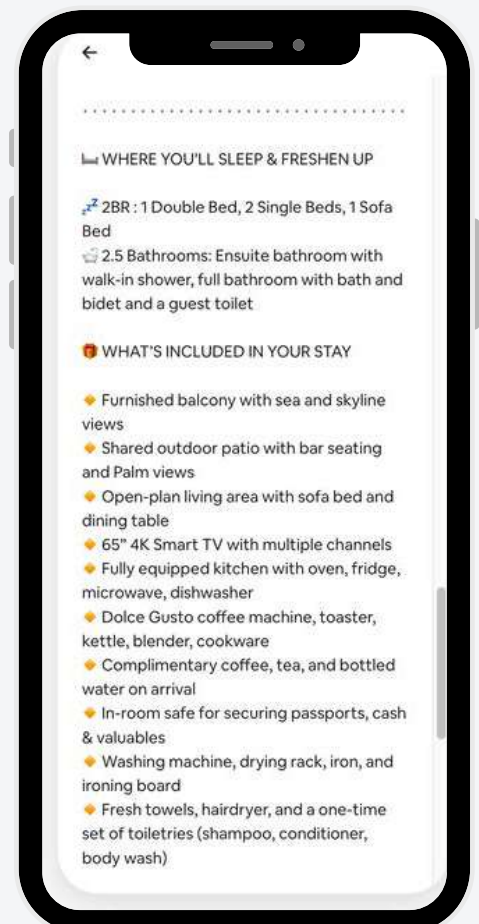
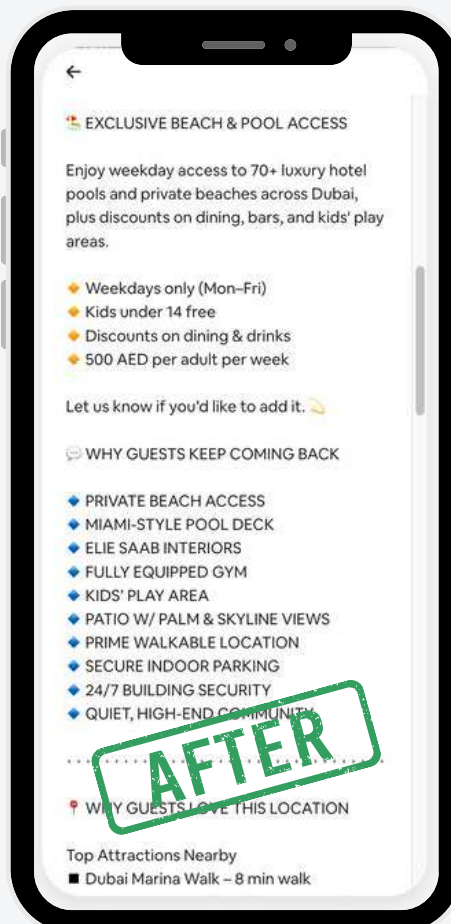
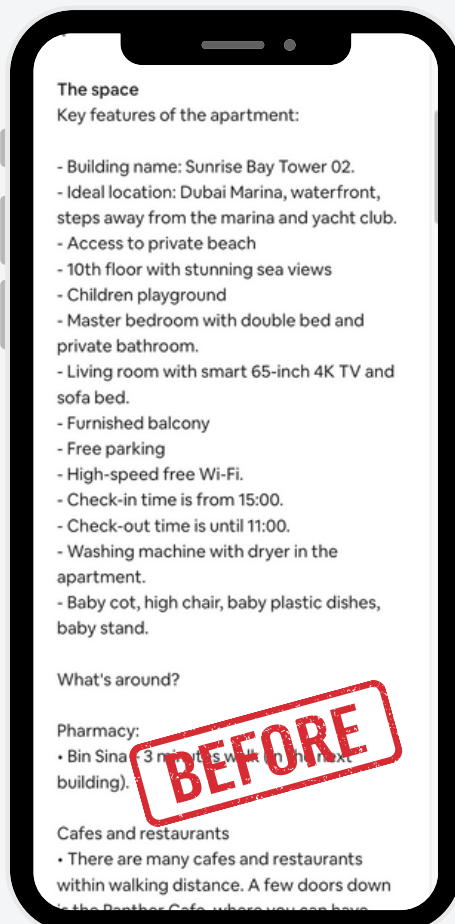
Save & Refresh

OPTOMEZED FOR RESULTS

Listing Name	Average Market Listed Price	Final Pri	Base Pri	Occupancy %	Market Occupancy %	Rental ADR	Market ADR
JVC11 B Brighton Corner 2008	456.01 AED			100.00%	85.13%	397.79 AED	443.62 AED
Creek11 B Brighton Corner 1007	955.20 AED			100.00%	87.93%	459.15 AED	729.42 AED
JVC11 B Brighton Corner 2008	456.01 AED			100.00%	85.13%	332.91 AED	443.62 AED
JLT11 MBL Brighton 1007	548.16 AED			100.00%	87.34%	443.38 AED	535.29 AED
Palm12 S Brighton 1007	1,444.13 AED			96.67%	85.77%	937.86 AED	1,396.39 AED
Marina12 S Brighton 1007	775.33 AED			96.67%	87.61%	700.72 AED	787.57 AED
Beachfront12 S Brighton 1007	906.33 AED			96.67%	93.57%	575.32 AED	905.45 AED
Dubai Hills12 S Brighton 1007	768.86 AED			96.67%	89.44%	399.21 AED	779.83 AED
JVC11 B Brighton Corner 2008	451.84 AED			96.67%	85.73%	333.43 AED	438.37 AED
JVC11 B Brighton Corner 2008	456.01 AED			96.67%	85.13%	370.93 AED	443.62 AED
Marina12 S Brighton 1007	806.53 AED			96.67%	86.75%	592.94 AED	817.08 AED
Palm11 TH Brighton 1007	883.97 AED			96.67%	90.51%	742.84 AED	858.43 AED
Palm12 B Brighton 1007	1,059.30 AED			96.67%	91.07%	883.99 AED	1,015.08 AED
JVC11 B Brighton Corner 2008	405.22 AED			96.67%	81.35%	304.96 AED	379.21 AED
Marina11 V Brighton 1007	674.25 AED			93.33%	81.70%	705.23 AED	689.80 AED
Beachfront12 S Brighton 1007	997.73 AED			93.33%	92.21%	1,014.69 AED	988.40 AED
JLT11 MeD Brighton 1007	546.87 AED			93.33%	87.48%	397.60 AED	533.98 AED
JLT11 MBL Brighton 1007	547.20 AED			93.33%	87.39%	509.38 AED	534.28 AED
La Mer11 La Brighton 1007	875.93 AED			93.33%	86.40%	573.13 AED	724.63 AED
Palm11 S Brighton 1007	856.78 AED			93.33%	91.80%	561.82 AED	841.60 AED
Sobha12 S Brighton 1007	478.64 AED			92.86%	87.41%	999.71 AED	440.22 AED
Marina13 S Brighton 1007	1,832.95 AED			90.00%	75.07%	1,142.14 AED	1,623.91 AED
Marina11 S Brighton 1007	738.61 AED			90.00%	86.23%	609.85 AED	752.14 AED
Marina12 V Brighton 1007	753.94 AED			90.00%	81.86%	974.00 AED	771.10 AED
JVC11 B Brighton Corner 2008	451.23 AED			90.00%	85.09%	340.51 AED	443.82 AED
Creek13 C Brighton 1007	1,404.41 AED			86.67%	82.86%	910.86 AED	1,398.88 AED
AlFurjan1 S Brighton 1007	383.41 AED			86.67%	81.71%	256.33 AED	383.25 AED
Marina12 V Brighton 1007	767.22 AED			85.00%	85.58%	655.64 AED	783.68 AED

2- REWROTE LISTINGS TO BE CLEAR, HELPFUL, AND BOOKABLE

- ✓ Rewrote headlines and descriptions using Airbnb **SEO best practices**
- ✓ Highlighted key **selling points** like fast Wi-Fi, crib availability, and location
- ✓ Matched tone and style to who the place is for (families, remote workers, etc.)
- ✓ Made the copy **aesthetically attractive**, easy to skim, and built to convert



The space

Key features of the apartment:

- Building name: Grand Blue Interiors by Elie Saab Tower 1
- Ideal location: Dubai Marina, on the beachfront, steps away from the Marina and Yacht Club
- Private beach access
- Miami-style pool deck
- 11th floor with stunning sea and city views
- Children's play area
- Master bedroom with double bed and en-suite bathroom
- Second bedroom with 2 single beds
- Living room with 65" 4K Smart TV and sofa bed
- Furnished balcony
- Free parking
- High-speed free WIFI
- Check-in time from 3:00 PM
- Check-out time until 11:00 AM
- Washing machine and dryer in the apartment
- Baby cot, high chair, baby plastic tableware, baby stroller

What's around?

Supermarket

- Grocery store – 5 min by car
- Carrefour – 5 min by car

Pharmacy:

- Bin Sina – 3 min walk (in the next building)

Cafes and restaurants

- There are many cafes and restaurants within walking distance. A few doors away is the Park Café where you can have breakfast

Public Beach

- Private Beach for Residential Building
- Marina Beach – 10 min by car



WHAT'S INCLUDED IN YOUR STAY

- ◆ Furnished balcony with sea and skyline views
- ◆ Shared outdoor patio with bar seating and Palm views
- ◆ Open-plan living area with sofa bed and dining table
- ◆ 65" 4K Smart TV with multiple channels
- ◆ Fully equipped kitchen with oven, fridge, microwave, dishwasher
- ◆ Dolce Gusto coffee machine, toaster, kettle, blender, cookware
- ◆ Complimentary coffee, tea, and bottled water on arrival
- ◆ In-room safe for securing passports, cash & valuables
- ◆ Washing machine, drying rack, iron, and ironing board
- ◆ Fresh towels, hairdryer, and a one-time amenity kit (shampoo, conditioner)

CHILD-FRIENDLY ESSENTIALS

- Crib, high chair, kids' tableware, pots and pans, etc.
- Safe balcony with high railing for peace of mind

Guest access

You Get FREE Access To..

- Private beach access
- Miami-style pool deck
- Gym with all necessary equipment;
- Kid's Playground
- 24-hour security and video surveillance;
- High speed elevators;
- Free parking



Accuracy

All listings

Nov 1, 2024 → Jan 31, 2025

Rooms and beds

Re

Last updated: May 23

86.8%

[5-star accuracy ratings](#)

5-star ratings

Compare

Over time



Your accuracy rating is down 6.0% compared to the previous 91 days.

[Learn more about hosting performance](#)

Accuracy

All listings

(Feb 1 → Apr 30)

Rooms and beds

Regions

An

Last updated: May 23

91.7%

[5-star accuracy ratings](#)

5-star ratings

Compare

Over time



Great job! Your accuracy rating is up 4.3% compared to the previous 88 days.

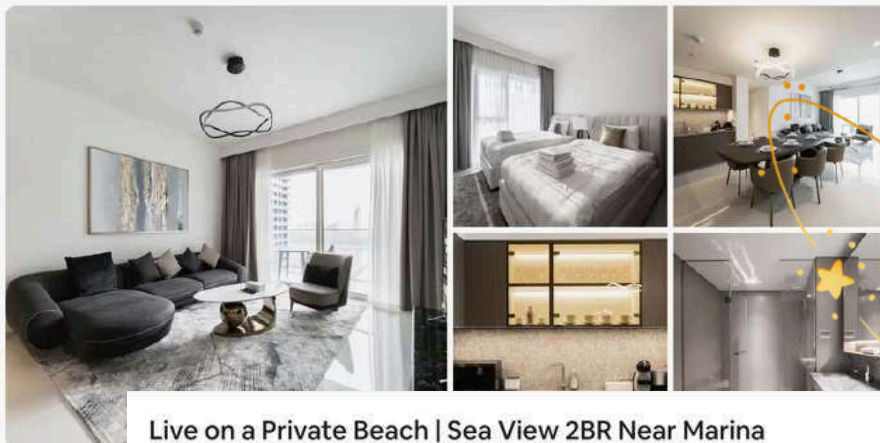
[Learn more about hosting performance](#)

3- FIXED PHOTO GALLERIES + AMENITIES

- ✓ Audited and **corrected amenities** across all platforms
- ✓ Added missing filter tags so **listings show up** in more searches
- ✓ Reshuffled the photo flow to make sense and **hold attention**
- ✓ Upgraded cover images so **listings pop** and get more clicks—helping with the Airbnb algorithm

Live on a Private Beach | Sea View 2BR Near Marina

Share Saved

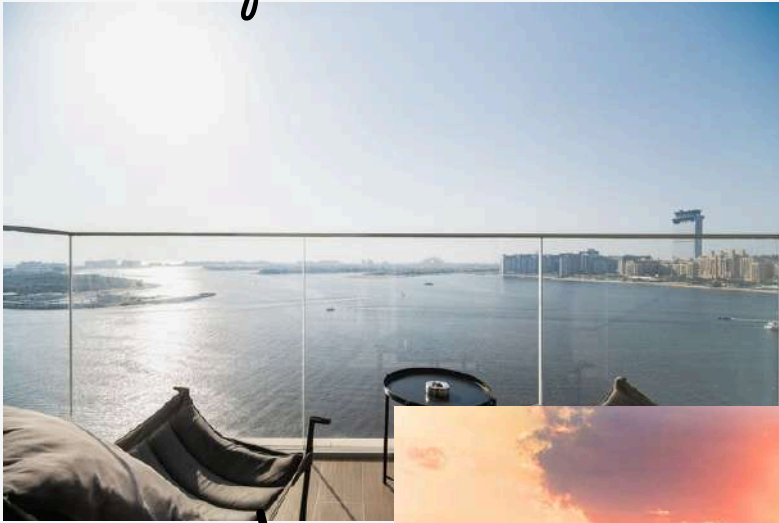


Live on a Private Beach | Sea View 2BR Near Marina

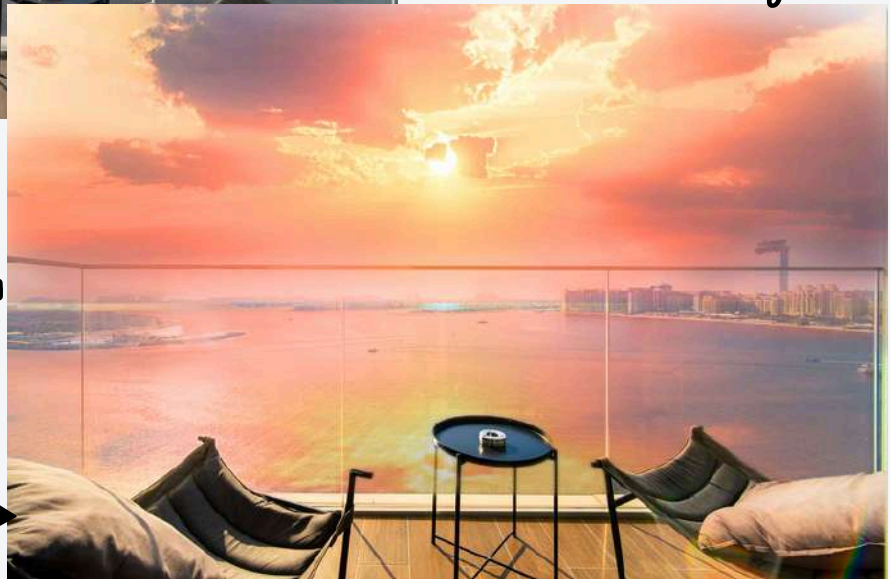
Share Saved



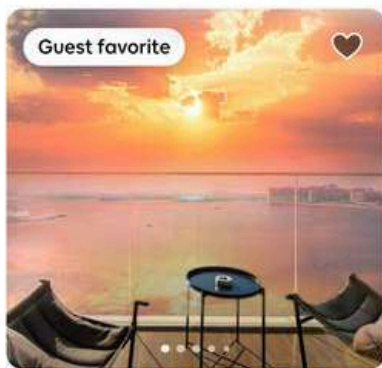
cover before



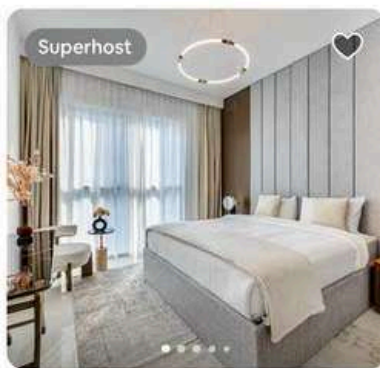
cover after



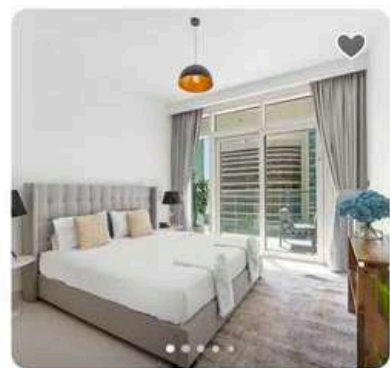
stand out effortlessly



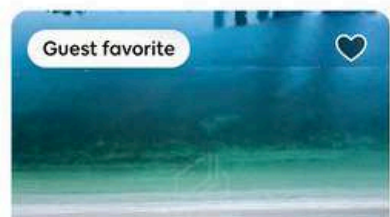
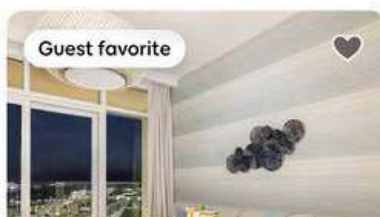
Guest favorite ★ 5.0 (8)
Perfect sea view | Private beach acces...
3 beds · 2 bedrooms
~~\$401~~ **\$313** night · **\$1,371** total



Superhost ★ 4.89 (9)
Stunning 2 Bedroom in Emaar...
2 beds · 2 bedrooms
\$289 night · **\$1,269** total



Apartment in Dubai
Spacious 2 BHK next to the Beach
2 beds · 2 bedrooms
~~\$242~~ **\$196** night · **\$865** total



RESULTS

Settlers Home made real progress. In 3 months, occupancy went up 19%, revenue per room rose 8%, and conversions on airbnb increased by 85%. The listings showed up more in search, ranked higher, and got more 5-star reviews. Smarter pricing, clear guest messaging, and stronger photos made the difference.

19% increase in occupancy

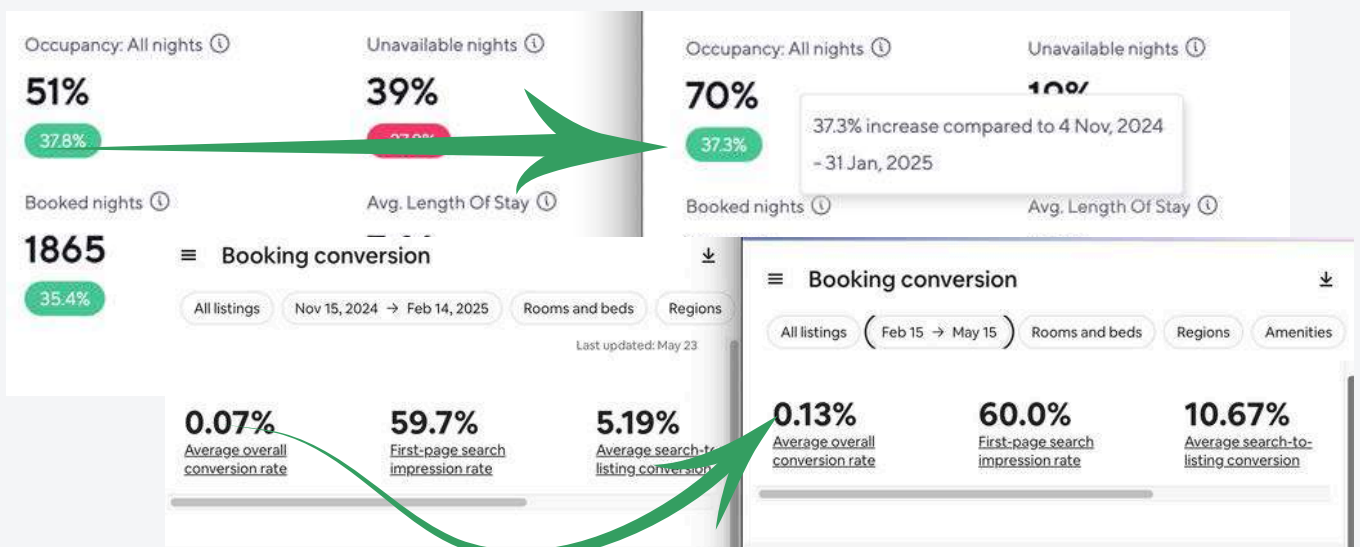
19%

**5% increase in RevPAR
(revenue per room)**

5%

**85% increase in conversion rate
on airbnb**

85%



CLIENT FEEDBACK

TESTIMONIAL

“

We manage 30+ listings across Dubai, but our pricing setup in PriceLabs wasn't getting results.

Liubov and Joseph stepped in, fixed the pricing rules, and completely overhauled our listings, from the titles and descriptions to the photos and amenities.





They understood who our guests were and made sure each listing reflected that.

After their work, we saw an immediate improvement in search visibility and conversions. The process was smooth, and the results speak for themselves.

”

TIMUR KHABIROV, MANAGER OF SETTLERS HOME

WHAT COMES NEXT

-  We keep reviewing and adjusting prices weekly to stay competitive with both occupancy and earnings
-  Use guest feedback to improve the listings—from tweaking the wording to adding amenities people actually want
-  Update photos when needed and test different cover images to see which ones get more clicks and bookings
-  Make sure your listings stay up to date whenever Airbnb, Booking, or other platforms roll out new features