POSITION AUDIT NO. 002 — PUBLIC EDITION · JULY 2026

Company assessed: Coastal Vacation Properties — coastalvacationproperties.net ↗

Coastal Vacation Properties + Coastal Vacation Development

FORT MYERS BEACH, FLORIDA · STR OPERATOR, 290+ PROPERTIES · DEVELOPMENT GROUP

The most vertically integrated operation on Fort Myers Beach, presenting itself as a commodity rental agency.

One family controls development, construction partnerships, interior design, management, and rental distribution on a rebuilding barrier island. None of it is visible in the positioning. The result is a 46-point profile in a market that is flooding with new supply — and a founder sitting on the strongest untold story in this audit series so far.

STRENGTH

Real assets, real growth — one property to 290+ in six years, with genuinely premium estates in the portfolio.

CRITICAL GAP

No guest reviews surfaced on the homepage — the trust narrative is controlled by third-party complaint pages instead.

OPPORTUNITY

A vertically integrated family stack and 290 untold home stories — invisible to the market that needs them most.

COMMODITY 0–40 · COMPETITIVE 41–70 • · POSITIONED 71–90 · CATEGORY LEADER 91–120

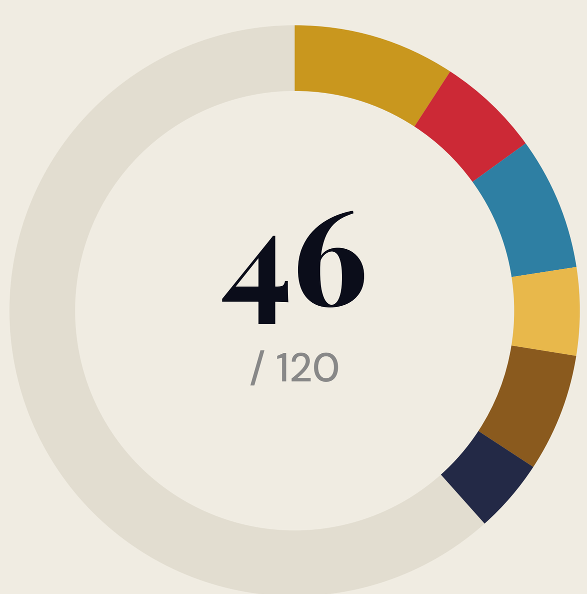
POSITION SCORE BREAKDOWN

How CVP Scores *Across 6 Categories*

Each category scored out of 20 points. All signals based on publicly observable information only. Total possible: 120 points.

ABOUT THE COMPANY ASSESSED

Coastal Vacation Properties is a family-owned vacation rental management company on Fort Myers Beach, Florida — grown from a first property in 2016 to more than 290 under management, including the acquisition of a competing rental book. An affiliated development company, **Coastal Vacation Development**, launched in 2022, alongside an interior design studio serving the vacation rental market. Public positioning headline: **the World Class property rental and management in Fort Myers Beach**. Website: coastalvacationproperties.net ↗



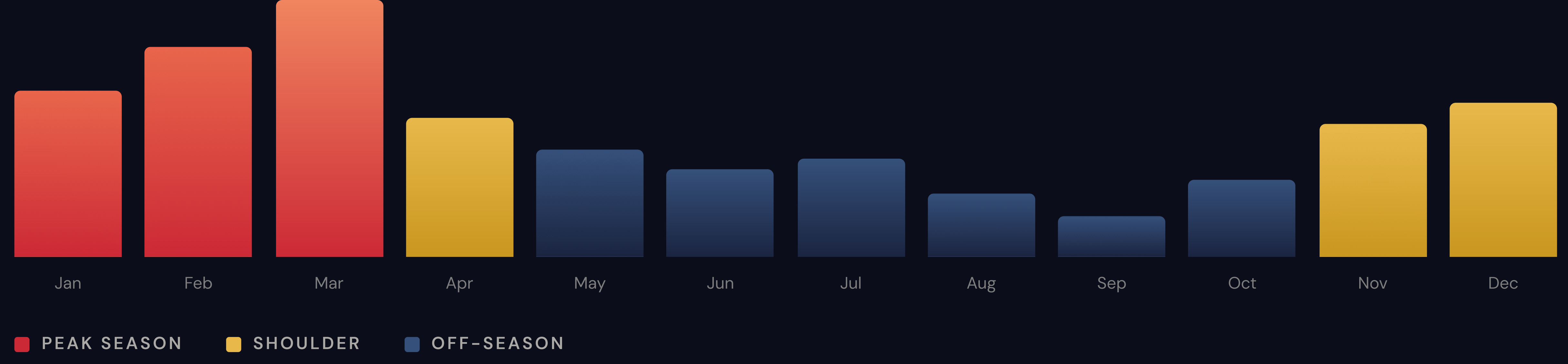
Market Clarity	11/20
Differentiation	7/20
Revenue Positioning	9/20
Trust Signals	6/20
Premium Perception	8/20
Authority	5/20

SCORE BY CATEGORY — OUT OF 20 POINTS EACH

Category	Score
Market Clarity	11 / 20 · 55%
Differentiation	7 / 20 · 35%
Revenue Positioning	9 / 20 · 45%
Trust Signals	6 / 20 · 30%
Premium Perception	8 / 20 · 40%
Authority	5 / 20 · 25%

0–40 COMMODITY	41–70 ← COMPETITIVE	71–90 POSITIONED	91–120 CATEGORY LEADER

FORT MYERS BEACH STR MARKET — MONTHLY REVENUE PATTERN (MARKET-WIDE, DIRECTIONAL · 2026)



Average listing revenue peaks near $9,930 in March and falls to roughly $1,566 in September — a six-to-one seasonal spread. Figures are market-wide averages from publicly reported analytics, not specific to CVP; bar heights are directional.

THE MARKET

An island mid-rebuild, a market mid-flood

Context: The figures below describe the Fort Myers Beach short-term rental market as a whole. They are not specific to Coastal Vacation Properties. Active listing count sourced from AirROI (trailing twelve months to Jan 2026). Average daily rate and supply growth sourced from Rabbu proprietary analytics (March 2026). Hotel inventory figure sourced from Lee County tourism reporting via WINK News investigation. STR analytics platforms vary in methodology and coverage, so figures may differ from other public sources; treat as directional.

1,015
ACTIVE STR LISTINGS ON THE ISLAND
Source: AirROI

$368
MARKET-WIDE AVERAGE DAILY RATE
Source: Rabbu

+228%
LISTING SUPPLY GROWTH, YEAR OVER YEAR
Source: Rabbu

41%
ISLAND HOTEL ROOMS STILL OFFLINE POST-IAN
Source: Lee County / WINK News

Fort Myers Beach in 2026 is no longer in recovery mode, but it is not rebuilt either. Beach renourishment is largely complete, elevated hurricane-hardened construction is rising where cottages once stood, and the pier is targeted for 2027. Meanwhile roughly 41 percent of the island hotel inventory remains dark — which means short-term rentals are carrying the destination.

That tailwind comes with a threat: STR supply grew 228 percent in a single year. When every new listing describes the same white sand and the same sunsets, the market defaults to competing on price. In a supply flood, position is the only high ground — and this is the environment in which Coastal Vacation Properties scores 46.

THE ANALYSIS

Where the points went — and why

Market Clarity 11/20

The geography is genuinely clear: a local Fort Myers Beach specialist, not a national aggregator. That earns real points. But the identity claims contradict each other across the public footprint — the homepage declares the company *the World Class property rental and management in Fort Myers Beach*, tourism directories carry *the number one vacation rental in Fort Myers Beach*, and the about page hedges to *one of the biggest, and fastest growing*.

Three claims, none substantiated, none consistent. And a second company — Coastal Vacation Development — exists with no connecting narrative to the first. A visitor cannot tell whether this is one operation or two.

Differentiation 7/20

The owner-facing pitch is the standard industry checklist: dynamic pricing, listing-site distribution, cleaning, maintenance, occupancy maximization. Swap the logo and it reads as any property manager on any coast. The one seed of difference — being selective about which homes make the portfolio — is asserted once and never proven with criteria or evidence.

The genuine differentiator is structural: the same family spans development, construction partnership, interior design, and management. That full-stack claim appears nowhere on the rental site. The company owns a moat and does not mention it.

Revenue Positioning 9/20

There is no visible service architecture — no named tiers, no packaged offerings, no premium track for the estates in the portfolio. Value is framed as generic income maximization, the same promise every competitor makes, which pushes owner conversations toward commission percentage instead of outcome.

On the guest side, a book-direct message exists in the social bio but is never developed into a direct-booking value case on the site, while the booking flow leads with fees rather than value. Money is left on the table at both ends of the business.

Trust Signals 6/20

The weakest pillar. After years of operation and hundreds of homes under management, no guest reviews, ratings, or named testimonials are surfaced on the homepage at the time of this review. In their absence, the reviews that dominate a search are the ones the company does not control: a non-accredited BBB profile with publicly visible guest disputes, and a small third-party review footprint led by negative experiences.

Compounding this, an older secondary domain from a previous site build remains live and indexed, carrying outdated terms language that references a different company name entirely. Guests who land there see a brand that has not tended its own front door.

Premium Perception 8/20

The inventory contains genuinely premium assets — including a private waterfront estate with a documented seven-figure renovation. The brand wrapper does not match the goods: stock coastal language about paradise and sunsets, template presentation, and a booking experience that leads with fees.

Luxury is claimed in adjectives and contradicted in experience. In a market where the average island home is worth more than 840 thousand dollars, the gap between asset quality and brand quality is measured in nightly rate.

Authority 5/20

The founder profile is the strongest raw authority asset in this audit series to date: more than thirty years licensed on the island, a documented growth story from one property to 290 in six years, an acquisition of a competing rental book, and stated relationships spanning agents, local government, and island influencers.

Publication record: active on volume, empty on substance. Nearly nine hundred social posts have accumulated fewer than five hundred followers, and the site runs a regularly updated blog — but almost entirely visitor content: best beaches, seasonal guides, local shopping. One post touches owners directly, on choosing a property manager, and stops at generic advice. No market reports, no rebuild intelligence, no owner-facing narrative, in the middle of the most-watched rebuild story in American beach real estate. Authority earned over three decades, spent entirely on booking guests rather than winning owners and investors.

THE OPPORTUNITY

The position not taken

A 46 is not a verdict on the business — the business is clearly real, growing, and asset-rich. It is a verdict on the gap between what this operation is and what it says. Three moves would close most of that gap.

I The home should not sell itself

In a market of over 1,000 near-identical listings, the story behind a home is the only feature a competitor cannot copy.

Every home standing on Fort Myers Beach today has a story — a family that held it for generations, a survival of the storm, a rebuild at higher elevation, a seven-figure renovation. Right now the listings describe bedrooms, bathrooms, and sunsets, which is exactly what the other 1,000-plus listings describe. When everything reads the same, guests choose on price — and a 228 percent supply surge (per Rabbu) makes that a race to the bottom.

The proof of capability already exists in the portfolio: one flagship estate listing tells the full story of its renovation, its docks, its history — and it reads like nothing else on the island. That treatment is the exception. It should be the system. Let the owner tell it: why they bought the home, what they rebuilt, what the place means. A story-led listing converts a commodity night into a stay guests choose deliberately, defends rate in a flooded market, and gives every owner a reason to believe this manager sees their home differently — which is also the strongest owner-acquisition pitch on the island.

II Say the empire out loud

One family spans development, construction, design, management, and rental. No one on the island can claim the full chain — and the chain is invisible.

Today this reads as three disconnected web presences that never mention each other. Connected, it becomes a category-of-one claim: homes developed, designed, and managed under one roof, by the family that has worked this island for three decades. For investors entering a rebuilding market, that is not a rental agency — that is the safest pair of hands on Fort Myers Beach. The positioning line writes itself; the structure to back it already exists.

III The island historian seat is empty

With 41 percent of hotel rooms dark, rentals are carrying the destination — and the content already being published talks to guests, never to the owners and investors deciding the island's future.

Every investor, owner, and returning guest watching this rebuild is starving for intelligence: what is reopening, what the new codes mean, where rates are heading, which blocks are coming back first. A founder with thirty years on the island and relationships across government and real estate could own that conversation with a single recurring brief. Authority of that kind compounds: it fills the management pipeline, feeds development deal flow directly, and makes the brand the reference point for the market it operates in.

THE PATH

Recommendations

IMMEDIATE

- Choose one market claim that can be substantiated and retire the other two. Conflicting superlatives cost more credibility than no superlative at all.
- Surface verified guest reviews and named testimonials above the fold. The proof exists in years of stays; it simply is not shown.
- Retire or de-index the legacy secondary domain carrying outdated terms and a different company name.

30 DAYS

- Publish the ecosystem narrative: one page that connects the rental company, the development arm, and the design studio into a single family story.
- Pilot story-led listings on ten flagship homes, written with the owners, following the treatment already proven on the flagship estate.
- Rebuild the owner page around the selective standard — publish the acceptance criteria and what the portfolio turns away.

90 DAYS

- Launch a founder-led island intelligence brief — the rebuild, the rates, the reopenings — and claim the authority seat before someone newer does.
- Package management into named service levels with a premium track worthy of the estates in the portfolio.
- Carry the story system across the full portfolio so every listing answers the question the market cannot: why this home.

Is Your Company in a Market We Have Not Covered Yet?

Every month, Phycobo analyses how real estate businesses communicate value, build trust, and differentiate in competitive markets.

REQUEST A POSITION AUDIT

DOWNLOAD THIS AUDIT PDF