

A wide-angle photograph of a luxurious outdoor pool deck at Vacation Marbella. The pool is a large, rectangular infinity pool with clear blue water. On the left side, there is a covered lounge area with a dark wooden frame and a green awning, featuring white lounge chairs and a small table. To the right, there are more lounge chairs with blue cushions and large white umbrellas. The background is filled with tall palm trees and a modern building with large windows. The sky is a soft, hazy blue. The text "Vacation Marbella" is centered in the upper half, with "Vacation" in black and "Marbella" in a larger black font. Below it, "LUXURY ACCOMMODATION" is written in a smaller, gold-colored font. At the bottom center, "INVESTOR DECK" is written in a small, black, all-caps font.

# Vacation Marbella

LUXURY ACCOMMODATION

INVESTOR DECK

# Who We Are



## **BORJA RODRIGUEZ**

### FOUNDER

Having seen the world, Borja returned home to Marbella to set up a luxury vacation rental company that prides itself on service. "Originally from Marbella, I have studied and worked as a private banker in California, Singapore and Hong Kong. These experiences allow me to appreciate diverse cultures, cuisine, and hospitality in some of the world's best places. However, I always planned to come home and set up my own company in Marbella. My experience travelling the world as a guest means I understand excellent service".



# Who We Are



## **GABRIEL PALACIOS**

### **PARTNER**

With extensive knowledge and experience in the real estate market, Gabriel has worked for his family business Maria Rodrigo arquitectura & interiorismo in Spain, specializing in the architectural design of the most exclusive private residences in Spain and Portugal since he was 16 years old. After more than 20 years of experience, he decided to establish an extension in Quinta do Lago, Portugal in 2016, one of the most exclusive real estate markets in Europe. With this extensive experience in the European market, Gabriel now co-leads a new project in the American market Joining Borja in this highly demanding project with the aim of achieving high and stable growth, to achieve excellence in the management of vacation experiences deluxe.

# Who We Are



## **VICENTE SCHWERTDFEGER**

### COMMERCIAL DIRECTOR

Born and raised in Germany, Vicente soon ventured to North America at the age of 21 where he successfully developed a profound logistics business for a European company. Through his can-do attitude, passion for detail as well as his managerial skills Vicente grew the business fundamentally within 5 years while at the same time bringing customer service excellence to the next level. His growing interest for the Latin culture brought him frequently to various Spanish speaking countries, at last Mexico. Vicente is an open-minded, passionate explorer and advocate of cultural diversity. He is fluent in German, English and Spanish. These attributes brought him to join Gabriel and Borja in their mission to develop a unique vacation experience for our guests in Tulum, Mexico.



# Did you purchase a property in Marbella?



Perhaps you want to rent your vacation home because you haven't used it as much as you planned?



Or you would like to offset some of the cost because of owning it?



Or you just want to share the experience of vacationing in Marbella with others?

# Marbella is a unique place for tourists



More than 300 sunny days a year, internationally recognized, luxury shops, one of the most popular marina in Spain, the most sophisticated cuisine and the first GOLF destination in Europe with more than 30 golf courses in the area.



Due to its fantastic location, beaches, security and its variety in terms of leisure, Marbella is a highly desirable place by tourists, so the market for vacation rental is in full growth.



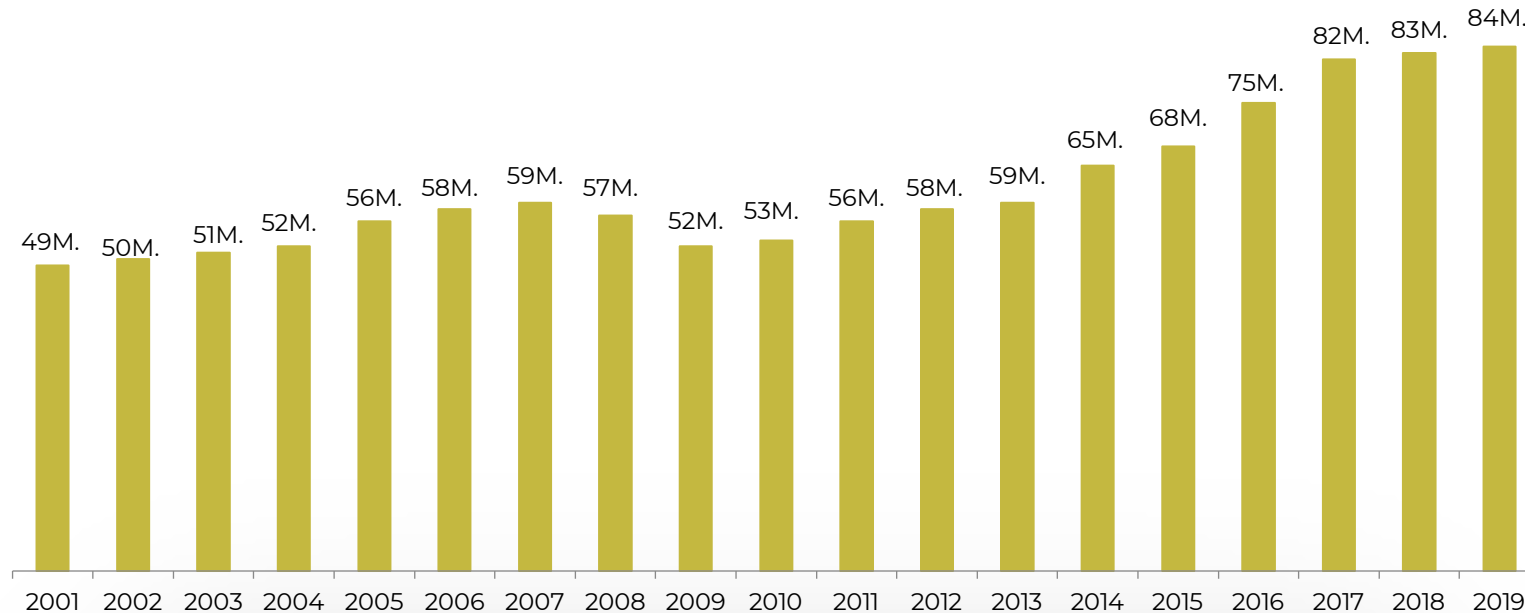
Marbella is a popular family destination with plenty of activities like zoo, tennis and golf academies and summer camps.



Marbella is also one of the most frequent golfer tourism destination considering the high level of its well known golf courses. Popular destination for the perfect weather conditions and great quality of sports facilities.

**In recent years, tourism is breaking records in Spain, establish itself as a worldwide leader and being 2nd top International tourist destination.**

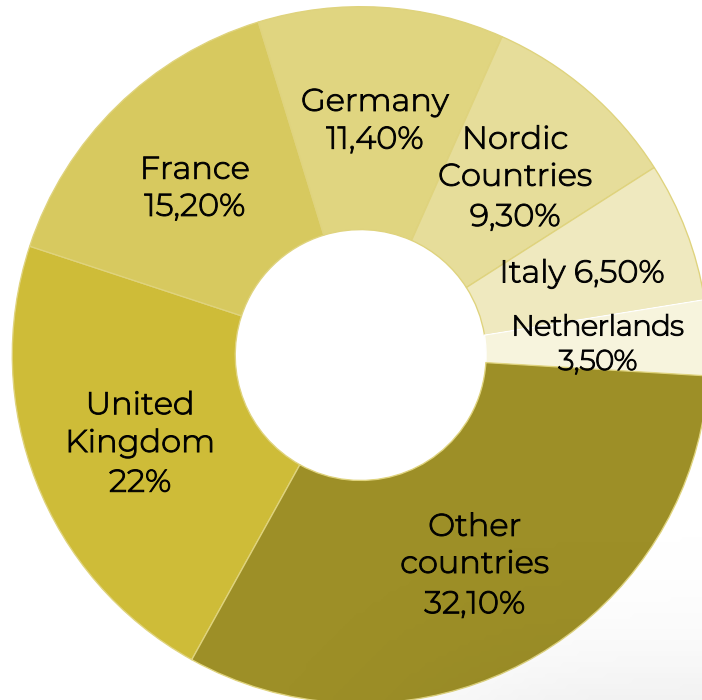
Evaluation of number of foreign tourists (2001-2019)



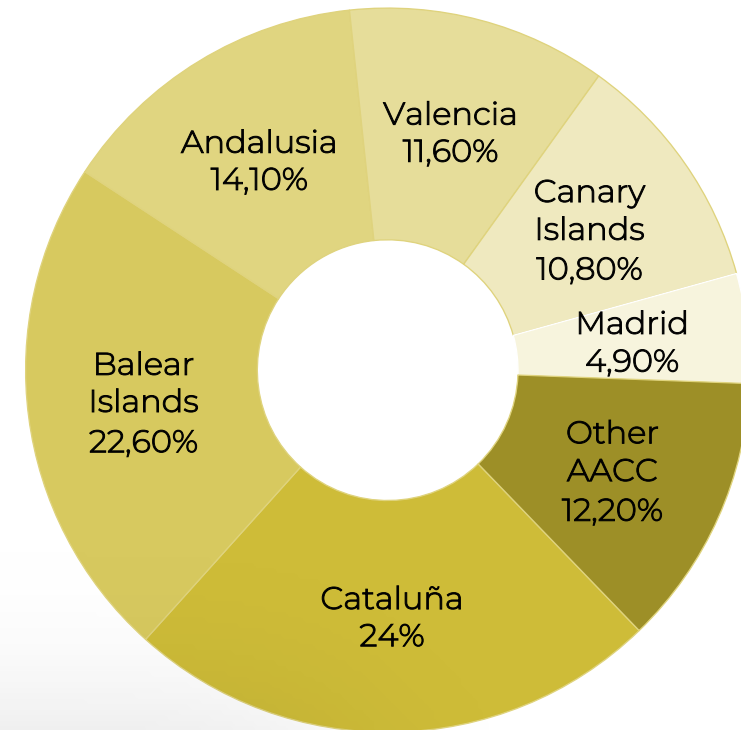
**Spain has increased the number of visitors, almost 40 million, in less than 18 years.**



**The main sources of foreign tourism in Spain are: United Kingdom, followed by, France, Germany, Nordic Countries, Italy, Netherlands.**



**The most popular destinations are: Barcelona, Andalusia, Balear Islands, Madrid, Canary Islands and Valencia.**



**75%** of the reservations are foreign travelers, mainly from Europe.



Tourists have clearly changed their mind-set, demanding less traditional accommodation as hotel rooms towards a flexible, economical and familiar accommodation as

## **VACATION RENTALS**

producing a growth of 2,7 million of rental accommodation in tourist accommodation vs **2,4 million of hotel rooms in Spain in 2019.**





**Are you already renting or  
new in the holiday rentals?**



# WHY VACATION RENTALS INSTEAD OF LONG TERM RENTALS?

We hosted more travelers than any other holiday rentals company in Marbella (we have an average annual occupation of 81%!!), hosting more than 20.000 guests in 2019 and the most important 49% of those guests were direct bookings! Avoiding any extra cost in commissions from holiday rental platforms, it means you will be saving at least 9-10% in every booking comparing with any of our competitors which sell at least 80% of their bookings through Booking.com and Expedia which charges around 15-17% commission.



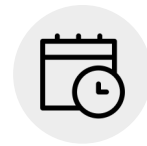
## **MORE MONEY:**

if your occupancy rate is high.



## **MORE SECURITY:**

no defaulter tenants.



## **MORE FLEXIBILITY:**

You can use your property a few weeks a year.



## **BETTER MAINTENANCE**

of the property: the property has to be in perfect condition every time a new guest is arriving.

# Self management, comes with plenty of hidden costs in both time and money if you really want to be successful

WASTE LOTS OF TIME



ON CALL 24H/7 DAYS



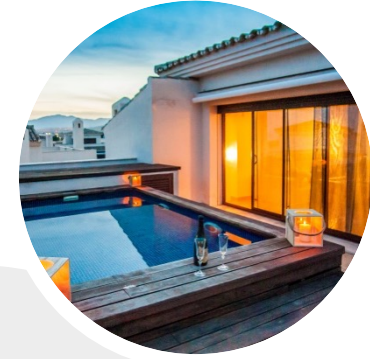
So, say goodbye to your **own vacation** when you manage your property yourself, because you will be specially busy in summer holidays and weekends.

# WE ARE FULL SERVICES “VACATION PLANNERS”, MANAGEMENT COMPANY IN MARBELLA

We are a full – service vacation rental management company. Not only do we take care of everything, you will make more money – guaranteed.

We focus on an excellent service, a great rental should be authentic: taking the guests back to GENUINE customer service, HIGH END properties, and REAL locals living next door.

HOTEL-LIKE STRUCTURE AND WORKFLOW OUR DIRECTOR COMES FROM A 5\* HOTEL in the UK, our Revenue Manager has extensive experience in 4\* and 5\* Hotels in Spain. We operate with a hotel software synchronizing all tasks— from cleanings and maintenance to payments, refundable deposits, credit cards, calendars, registration on arrival, forwarding the documentation to the authorities, etc.



Our company was born in 2015. Nowadays we manage more than 100 properties, we are around 32 employees.





**We strive to provide an exceptional level of service for guests, and even more than that, our goal is for guests to take great memories home with them.**

**Multi-Channel marketing:** A team specialized in online marketing with a qualified management, creating a specific business plan for each property to have the best positioning and profitability.

**Interior design projects:** We place great importance and commitment to building strong client relationships always tailoring our approach to meet each individual client's needs and delivering on time and budget. Potential guests request modern properties.

**Technology:** Investment is our mantra, that's why we have an IT department. We use a channel management software and a virtual payment platform that help us to have higher occupancy rates and achieving it efficiently: managing multiple calendars, synchronizing availability instantly, updating content and providing transparency to our landlords.

**Revenue Management:** It is one of our key factors, we have a department focus on the daily pricing and minimum stay in order to maximize the income. Our expert is coming from managing five hotels of 4\*.



# Our website and booking platform get bookings 24h/7 days a year.

**Payments department:** Dedicated team specialized in payment management, vacation rentals zonings law and business licenses offering a great efficiency on the billing process asking for passports, locking credit cards with the final objective of compliance with the latest regulation, which allow us to offer the owner a warranty in case of any damage.

**Excellent customer service:** Guest relations team offers a high quality & personalized service to our guests, down to the smallest details with 24/7 on hand support while you are on the ground.

**Cleaning and maintenance:** Our dedicated team of conscientious and trustworthy, people, whose aim is to ensure the security, cleanliness and maintenance of your Spanish home.

The screenshot displays the Vacation Marbella website interface. At the top, the navigation bar includes the company logo, contact information (Offers, Guest Services, Call us: +34 951 386 043), and links for Holiday Rentals, What to Do, Property Management, Blog, and About Us. The main header image shows a bright, modern living room with orange sofas and a dining table. Below this, the listing is titled 'CONTEMPORARY CENTRAL APARTMENT' and 'NEWLY REFURBISHED APT IN THE HEART OF PUERTO BANÚS'. A secondary image shows the apartment's interior. To the right, a text box describes the property as a 'Bright and charming retreat, beautiful garden and multiple swimming pools.' It lists amenities: 3 Bedrooms, 2 Bathrooms, 6 Guests capacity, 1 King bed, 1 Queen bed, 2 Single beds, and Free Wifi. A 'Share this property on WhatsApp' button and a 'MORE INFO' button are also present. Below the listing, a section titled 'AVAILABILITY AND PRICES:' features a grid of 12 monthly calendars for reservation dates from September 2018 to August 2019. Each calendar shows the days of the week and the month, with some dates highlighted in red or blue to indicate availability or pricing.

## As “VACATION PLANNERS” we also offer several services to our guests



Yacht Charter / Fishing Charter



Golf Green Fees



Transfers From / To The Airport



We do not only offer accommodation, we offer a tailored service. These extra services help us to get more reviews and a good online reputation because we offer a personalized service to every guest.

**We have more than 2000 reviews in all our online platforms at the moment.**



**When you work with us, you are hiring a dedicated team to market and manage your home. We will take super care of your investment and offer you a better return than you ever thought.**



EARNINGS



ASSURANCE



TRANSPARENCY



DISADVANTAGES

**According to media, such as Expansión newspaper:**

“31% of the tenants in Spain do not pay the rent and it takes a minimum of 11 months approximately to make an eviction. In most cases they are tenants with no assets in Spain which have no wealth under their names, so it is very complicated to get some compensation back from them in case of demand”.

**We always look after your investment, that is why we charge 100% of the booking plus a refundable deposit upfront.**

**WE COLLABORATE WITH THE  
BIGGEST VACATION RENTAL  
PLATFORMS ON THE WORLD**



**Booking.com**



**holidaylettings™**  
from  **tripadvisor\***

**Golfbreaks.com**



“You have a **huge advantage as a PM** [professional manager] against your competitors [self managers]”

**Brian Sharples**, co-founder and CEO of Homeaway

Source: <https://www.tnooz.com/article/self-management-dying-on-airbnb-and-vacation-rentals>

If Booking or Airbnb makes more from one of those types of “hosts”(professional manager) than the other, might they be tempted to provide preferred placement to listings managed by one type of host versus the other (self managers).

## WHY TO WORK WITH OUR COMPANY?

Long Term Rental



€24.000/year  
€2000/month x 12 months

VS

Short term rental



€ 38.392/year  
\*Moderate scenario

=

+€14.392/year

\*Average underestimation in the 1st year

Do you want to know the efficiency you can get from your property?  
Contact us and our professional team will study your project.





THANKS FOR  
CHOOSING US.



+34639253440



+34693220014



[borja@vacationmarbella.com](mailto:borja@vacationmarbella.com)

