

OUR MANAGEMENT PACKAGES: THREE WAYS TO WORK WITH MAISON CEYLON

Three complementary packages to operate your villa to boutique-hotel standards. Full Management is the complete turnkey package; Digital & Performance focuses on generating and optimizing bookings; the Launcher Pack is a one-off go-to-market service, combinable with either recurring package.

Offer 1 **Full Management**

20% of revenue

Turnkey. Maison Ceylon embeds one of its Villa Managers at the villa: they recruit and train the team and run the entire operation — property, guest experience, digital & performance and administration.

Operations & property

- General upkeep: pool, garden, minor repairs, contractor coordination
- Housekeeping and on-site staff supervision (scheduling, quality control)
- Stock management and replenishment (linen, consumables, amenities)
- On-call duty and 24/7 emergency handling

Guest welcome & experience

- Check-in / check-out, guest communication, concierge, reviews & satisfaction

Digital & Performance (included — detail in Offer 2)

- OTA listings + channel manager / PMS, multi-platform synchronisation
- Revenue management & dynamic pricing
- Photography, content, direct bookings & local SEO
- Social media, e-reputation & analytics reporting (occupancy, RevPAR, ADR)

Commercial & administrative

- Rental accounting, monthly reporting to the owner
- Compliance monitoring (permits, local taxes)

PACKAGE CONDITIONS

Available only if Maison Ceylon embeds one of its Villa Managers at the villa: they then recruit and train the on-site team.

Salaries (Villa Manager and team) are not included in the 20% of revenue — borne by the owner. Headcount to be defined according to villa size, services offered and in agreement with the owner.

Fee — 20% of revenue generated

Offer 2 **Digital & Performance**

12% of revenue

Digital management and optimization only — no on-the-ground operations. Maison Ceylon drives the entire chain that generates and optimizes bookings: visibility, conversion, pricing and reputation. Ideal for owners who already have a team on site.

Listings & distribution

- OTA listing creation / optimization (Airbnb, Booking, Vrbo, Agoda...)
- Channel manager / PMS setup and management
- Multi-platform calendar and rate synchronisation
- Continuous ranking optimization on the platforms

Revenue management & pricing

- Dynamic pricing: seasonality, local events, demand curve
- Stay rules: minimum nights, gap nights, last-minute offers
- Competitive monitoring & area ADR / RevPAR benchmarking

Content & brand

- Photography and content (or art direction if external provider)
- Listing copywriting and translation (FR / EN)
- Seasonal refresh of visuals and descriptions

Direct acquisition & SEO

- Direct bookings management and local SEO
- Direct booking engine setup / management
- Loyalty offers and repeat-booking generation

Social, e-reputation & reporting

- Social media and e-reputation management (review responses, rating)
- Monthly analytics reporting: occupancy, RevPAR, ADR, conversion rate, traffic sources
- Optimization recommendations and action plan every month

Fee — 12% of revenue generated

Pack **Launcher**

\$3,000 · one-off

One-off service to launch a villa from scratch or reposition an existing villa. Then combinable with Offer 1 or Offer 2.

Setup & go-to-market

- Property audit and full inventory
- Branding: name, identity, price positioning
- Professional photo / video shoot
- Listing creation and platform setup
- Website creation with direct booking
- Launch pricing strategy + initial marketing push
- Initial administrative setup and compliance

SOPs — hotel standard

- Check-in / check-out (welcome, deposit, inventory check, access)
- Up-sell / cross-sell (transfers, private chef, spa, late check-out) with scripts
- Message templates: pre-booking, pre-arrival, during stay, post-departure
- Housekeeping (turnover checklist, cleanliness standards, amenities)
- Incident & complaint handling (escalation, negative reviews)
- Preventive maintenance and replenishment thresholds
- Emergency procedure (contacts, security, breakdowns)

Fee — \$3,000 (one-time payment)