



Carrara
Villas

GETTING STARTED

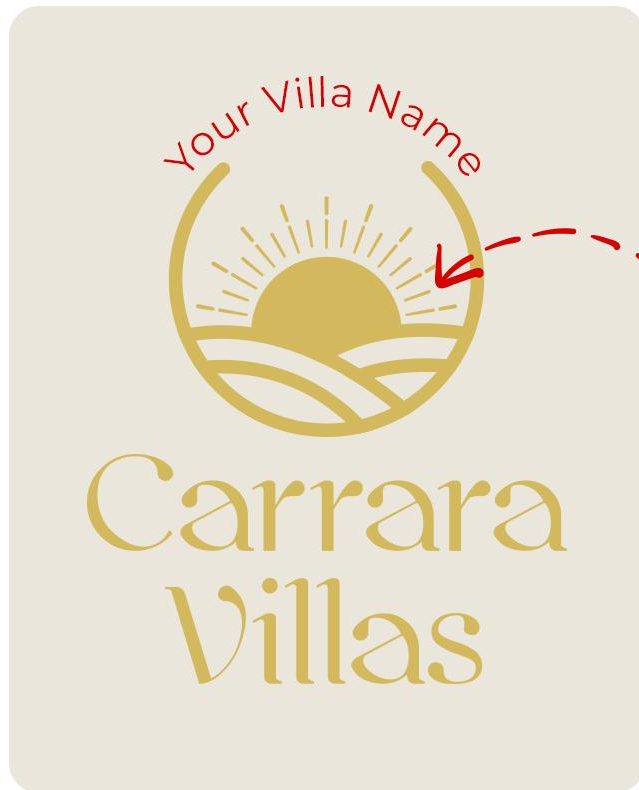
1. Branding
2. Marketing
3. Luxury touch
4. Maintenance
5. Reports
6. Bookings
7. Profit participation

BRANDING

LOGO



Main Logo



Altered logo
according to the villa

Unique icon
to be changed
according to the
area and villa

STAFF UNIFORMS

Hill Country



Traditional Attire



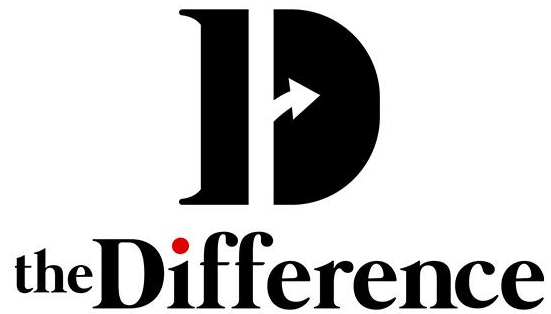
Down South

Formal Attire

OTHER AMENITIES



MARKETING



The Difference Digital Pvt Ltd, our partner company, boasts four years of industry experience catering to both local and international clients. They offer a full spectrum of 360-degree marketing services, including social media marketing, TikTok marketing, website design and development, and video production at 0 cost.

For more info about the marketing company
www.thedifferencedigital.com

Carrara Villas is set to establish it's dedicated Facebook, Instagram, and TikTok profiles, which will actively share content across various social media platforms. The digital team at Difference Digital will oversee all content management, ensuring alignment with current trends on a daily basis.

LUXURY TOUCH

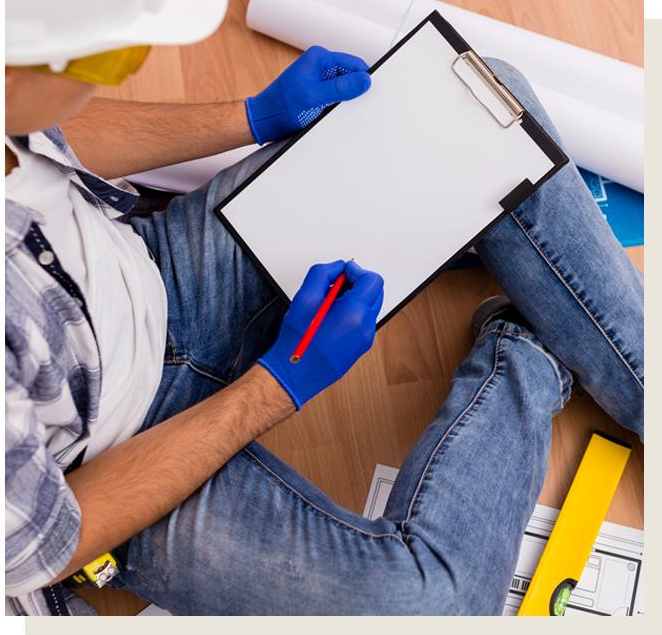
INTERIOR



Our aim is to offer a luxurious experience at an affordable price point. Therefore, I firmly believe that both the interior and exterior of the villa should exude a sense of opulence. Our customers will undoubtedly appreciate the meticulous attention to detail that we have invested in every aspect of the villa, emphasizing its status as a true luxury destination. We can achieve this by incorporating exquisite furniture and enhancing the overall ambiance to make it even more enticing.



MAINTENANCE



When it comes to maintenance, villa owners don't need to be heavily involved in the business. At Carrara Villas, we handle all aspects of villa maintenance and staff management. Additionally, we take care of all accounting and human resources matters, allowing the villa owner to enjoy a hassle-free, passive income stream.

REPORTS



Each month, the villa owner and our team will convene for a meeting to review both revenue and expenses while exploring strategies to enhance revenue. These meetings can be conducted either online or in person, and all relevant reports will be emailed following the meeting.

BOOKINGS



Reservations will be made via online platforms, specifically booking.com and Airbnb. In addition to the aforementioned platforms, carraravillas.com will also display all the available villas for customers to browse. Furthermore, customers will have the option to make bookings directly through a dedicated booking engine on the website. Our reservation manager will oversee all transactions on these platforms. When we submit the report to the villa owner, it will contain all the relevant details in a transparent manner.

PROFIT PARTICIPATION



With the exception of expenses, the revenue will be distributed among the owner and Carrara Villas based on a mutually agreed-upon percentage.

Agreement sample:

Payments can be made through cash, checks, or bank transfers.

Maintaining a villa can involve various expenses beyond the ones mentioned earlier.

Staff Salary: Wages or salaries paid to household staff, such as cleaners, gardeners, and security personnel.

Grocery Bills: Expenses for purchasing food and groceries for the villa's residents.

Water Bills: The cost of water supply for the villa, including usage for irrigation and daily household needs.

Electricity Bills: Expenses related to electricity consumption for lighting, appliances, and HVAC systems.

Property Taxes: Local taxes levied on the assessed value of the villa.

Home Insurance: Premiums for insurance coverage to protect the villa and its contents.

Repairs and Maintenance: Regular upkeep of the villa, including plumbing, HVAC, and structural repairs.

Landscaping and Gardening: Costs for maintaining outdoor spaces, including lawn care, tree trimming, and gardening.

Utilities: Includes gas, sewage, and trash removal fees in addition to water and electricity.

Pool Maintenance: Expenses for cleaning, chemicals, and maintenance of the swimming pool.

Security Costs: Costs associated with security systems, alarms, cameras, and possibly security personnel.

Cleaning Services: Expenses for hiring cleaning services for regular or deep cleaning.

Pest Control: Expenses for pest prevention and extermination services.

Internet and Cable: Monthly expenses for internet and cable TV services.

Furniture and Decor: Costs related to furnishing and decorating the villa, including new purchases and replacements.

Appliance Repairs/Replacements: Costs for repairing or replacing appliances like refrigerators, ovens, or washing machines.

Renovations and Upgrades: Expenses for major renovations or improvements to the villa's condition or value.

Home Entertainment: Expenses for home entertainment systems, gaming consoles, and related costs.

Emergency Fund: A set-aside fund for unexpected repairs or expenses.

Cleaning Supplies: Expenses for cleaning products and supplies used for regular upkeep.

HVAC and Insulation: Costs for maintenance and upgrades to the heating, ventilation, and air conditioning system.

