MYSTIQUE

RESIDENCES & RESORT

YOU HAVE BECOME THE HAPPY OWNER OF YOUR PIECE OF PARADISE IN ZANZIBAR.

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You have so many options. You can enjoy your villa or apartment with your family and friends. You can move here for a while to taste a completely different life, away from the hustle and bustle and overwhelming civilization.

And what if you decide to use your premises for investment?

Mystique comes up with another proposal, which is an offer to manage the properties of those Owners who cannot be there and need specialized care of their property.

We understand how valuable it is for the Owner to know that while the absence his villa or apartment is in good hands. Safety is a priority value for us and we know how important it is that the premises serve the investment goals set by the Owner, generate profits and as a property record an appropriate increase in value.

The offer is addressed to the Owners of villas and apartments:

• all those who live too far away to manage them effectively,

• all those who do not have free time to look for tenants and take proper care of the rented estate,

• all those who do not have enough knowledge and experience to cope with conflict situations and those that require an immediate action.



SCOPE OF ACTIVITIES

Based on the experience gained in Zanzibar, we offer a comprehensive rental service on the basis of an agreement with the Owner for a longer or shorter term. The service is constructed in such a way that the Owner does not feel the huge amount of work that needs to be done when renting.



The offer includes:

- Arranging packages of apartment or villa equipment, homestaging
- Drawing up regulations for the use of the premises and its inventory
- Keeping a booking schedule
- Professional guest service 365 days a year,
 7 days a week

• Introduction of guests to the apartment or villa: providing the necessary information about how to use the premises, getting acquainted with the regulations of the facility

• Information on the tourist attractions of the region

• Cleaning service and checking the operation of electric and electronic devices, and checking the technical condition of the apartment or villa after check out the guests, deposit settlement

- Technical service: assistance of the staff in the situations of unexpected problems and failures, e.g. electrical, hydraulics, etc. during the stay of guests in the apartment
- Financial statements: settlement of revenues and costs, check-in register
- Representation in front of institutions in control cases
- Additional services (if required optional): additional cleaning, transport, taxi, rental of equipment, entertainment offer, organization of medical assistance
- Marketing and PR activities

MARKETING AND PR ACTIVITIES

In order to ensure the highest occupancy of apartments and villas and the satisfaction of our customers, we conduct extensive marketing activities:

- The offer of premises on the website www.mystique-zanzibar.com with an on-line booking system and a special panel for the Owners,
- Internet advertising we have our own customer bases, and we also cooperate with external agencies in the preparation of advertising campaigns on the Internet:
- mailings to the Mystique database,
 mailings to external databases (e.g. Top Management, Tourism, lifestyle portals, etc.),
- display campaigns conducted on advertising surfaces selected and tailored to the company's business profile, settled with publishers for clicks,
- paid campaigns on FB.

- SMS campaigns,
- CPS (click per sales) campaigns publishers display Mystique ads, the goal is to redirect to the website of the villas' and apartments' offer in Mystique,
- Remarketing Reaching potential customers who have visited our website in the past, but have not made a conversion,
- FB Remarketing,
- Video advertising spot 30 seconds,
- SEO and AdWords campaigns.

WHAT MAKES US DIFFERENT FROM OTHERS?

• Our staff knows Mystique, its character and technical parameters perfectly,

• We have ongoing contact to technical services, which guarantees the fastest response, safety and proper functioning of the housing estate and individual premises,

• We use the best local laundries to maintain the quality of bed linen and towels at the highest level,

• Marketing costs, Internet portals are on our side.

WHAT DO WE GUARANTEE?

- Commitment to maximum occupancy
- Possibility to monitor the occupancy of the apartment 24h
- Insight into statistics interest in the premises
- Constant contact with the responsible employee
- Possibility to book for your own needs
- Revenues paid quarterly to the bank account
- Effective internet marketing
- Administrative and office service
- Technical support
- Comprehensive guest service in the field of conduct and manage bookings

• We recommend the services of a cooperating local, English-speaking advisory office in the field of law and taxes, which offers, i.e. preparation of tax declarations and representation in fiscal matters.



OFFER DETAILS

RULES FOR USING THE OWNER'S STAY:

The rental period is defined as follows:

- Peak = January, August and December
- Low = May and June
- Average = April, September, October
- High = February, March, July, November

Snapshot of financial forecasts based on projected occupancy:

Expected annual return on investment (ROI)

>10%

Assumed occupancy

>65%



SHORT-TERM RENTAL **MIN 6 MONTHS**



55% of income for the Owner

45% for the operator

 Duration of the contract minimum 6 months - the possibility of switching to a long-term contract at any time

• 7 days of the investor's stay under the contract except for the peak season

 10% discount on accommodation outside the investor's pool

 Settlement of profit every quarter of the contract term

Note: This offer will be available from the 7th month of the Mystique project.

LONG-TERM RENTAL **MIN 24 MONTHS**

65%

of income for the Owner

35%

for the operator

- Duration of the contract minimum 24 months
- 30 days of investor's stay per year (including 7 days in high season)
- 25% discount on accommodation outside the investor's pool
- Settlement of profit every quarter of the duration of the contract

Regardless of the terms of the contract (short or long), the operator covers all, quite substantial costs of the entire Mareketing & PR activity.

Cooperation with our company can be started at any time, both immediately after the purchase of the property and at any later time.

HOW DOES IT WORK?

The Operator will act as a representative of the Community of Owners called OA, the implementation of which is a legal requirement of the Zanzibar Condominium Act. In this role, the operator will also be assigned to manage the OA budget.

The operator will recruit, manage and monitor the work of service partners and teams on site to ensure the maintenance of all common facilities and areas such as reception, communications, parking lots, swimming pools, and other public spaces.

The operator will also implement a set of rules for the functioning of the estate in order to constantly maintain safety and quality in the housing estate and ensure the peace of its residents.

Typically, the configuration is as follows:

1. OA (Community of Owners) reates a budget for the maintenance of the property.

2. The Operator

plans, configures and manages basic services such as protection, maintenance of technical infrastructure, waste management, green architecture, maintenance and renovation, etc.

3. The Operator

will constantly work with the Owners to improve and maintain the appropriate quality and performance.

MANAGEMENT OF REAL ESTATE FOR RENT (OPERATOR)

Short- and long-term rental of holiday properties requires the Owner to make a significant commitment of the time needed to promote the premises – especially at the beginning of the business. Offering an apartment or villa as an alternative to a hotel is associated with the obvious need to maintain an appropriate standard, cleanliness and equipping of the premises. Filling in all the obligation associated with this type of rental requires extremely good organization of work and meticulousness and consistency.

What does the operator do?

We understand that leaving an apartment or villa for a long time can be problematic, given the tropical climate here in Zanzibar. Therefore, the property rental management (operator) offers a service package to ensure the long-term functionality and durability of the property combined with the high quality of the offer for the client.

Service consists of regular inspections. After identifying any problem, the Owner will be notified of its occurrence, and the operator will take care of appropriate repairs on his behalf.

Service activities performed by the operator throughout the duration of the contract, in particular before and after the guests' stay:

- Airing the premises and ensuring the right temperature
- Control of the operation of washbasin and shower faucets and toilets
- Testing light switches and sockets
- AC Test
- Inspection of walls for protection against mold and fungus
- Testing of electric kitchen appliances
- Control of electronics appliances
- Furniture inspection
- Checking window, door joinery and lock operation

• Report and valuation of repairs for the Owner

• Performing appropriate repairs and maintenance

• Cleaning service:

cleaning the apartment each time before receiving guests, preparing bed linen and towels and checking the condition of the premises and the operation of villahold appliances / electronics, checking the technical condition of the apartment after leaving the guests, settling the deposit

As all the hard work of the operator is being done, you can enjoy only the benefits of your rented villa or apartment!

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