

ABOUT US

Welcome to **Stay Atlas**, your trusted partner in vacation home rentals based in Mumbai!

We assist villa owners across India maximize their property's potential by connecting them with travellers seeking unique experiences.

We Believe Every Villa Has a Story! Our dedicated team showcases your property's charm through professional photography and targeted advertising, ensuring it standouts competitive market.

We pride ourselves on exceptional support, offering personalized guidance on Pricing, Property Management, and Guest Communication.

Trust and Transparency are our top priorities, providing a seamless experience for you and your guests.

Join our growing network of villa owners and benefit from our extensive reach across popular destinations in India.

Let us help you turn your property into a sought-after vacation spot while you enjoy your profits as well as peace of mind at the same time.

Experience the difference with **Stay Atlas**—Where your villa becomes a home away from home for Travelers, and we handle the rest!

OUR SERVICES

1. PROPERTY MARKETING:

- We strategically market your property to attract a wide audience of potential guests.
- We handle the marketing of the properties through multiple platforms, including social media, Online Travel Agencies (OTAs), and our own website.
- Our professional photography and optimized listings ensure that the properties stand out.

2. GUEST MANAGEMENT:

- We offer end-to-end guest management, from booking confirmations to check-ins and check-outs.
- We also provide 24/7 customer support to ensure a seamless experience for both guests and property owners. This includes managing guest inquiries, providing detailed arrival instructions, and offering local tips.
- Our goal is to create a welcoming and memorable stay, leading to positive reviews and repeat bookings.

3. COMMUNICATION AND SUPPORT:

- Our team is committed to providing round-the-clock, exceptional support to both property owners and guests.
- We ensure seamless communication by handling everything from booking inquiries and resolving issues to offering expert guidance.
- With Stay Atlas, you can count on us to deliver a hassle-free experience, fostering peace of mind for property owners and a smooth, enjoyable stay for guests.

4. PRICING STRATEGY:

- We utilize data-driven insights to optimize your property's pricing.
- Our dynamic pricing strategy adjusts rates based on demand, seasonality, and local trends, ensuring your property remains competitive while maximizing revenue.

5. PROPERTY MAINTENANCE:

- Regular upkeep and prompt repairs are essential for guest satisfaction and property value.
- Our team coordinates with trusted vendors and contractors to handle everything from routine cleaning to emergency repairs, ensuring your property stays in pristine condition.

6. REVENUE MANAGEMENT:

- Based on current market trends and property acquisition goals, our team helps you maximize revenue from your rental property.
- We develop tailored strategies to enhance bookings during off-peak seasons, utilizing targeted marketing, promotional offers, and dynamic pricing to attract guests even when demand is lower.

7. FLEXIBLE MANAGEMENT OPTIONS:

- We offer flexible support for property owners who prefer to manage their rentals independently but require assistance with certain aspects, such as marketing, guest communication, pricing strategy, or maintenance.
- Our services allow you to maintain control while ensuring professional expertise in key areas to optimize your property's performance.

8. LOCAL EXPERIENCE ENHANCEMENT:

- We offer guests curated local experiences to make their stay unique and memorable. From recommending dining spots to arranging local tours.
- We help travellers immerse themselves in the local culture, adding value to their stay and promoting positive feedback for your property.

9. LEGAL AND REGULATORY SUPPORT:

- We offer guidance and support to ensure your property complies with all relevant regulations, from registration and permits to tax obligations, protecting you from potential legal issues.
- Our team conducts thorough screening and regular checks for compliance, so you can confidently welcome guests without worrying about unexpected legal challenges.

MARKETING STRATEGIES

1. SOCIAL MEDIA ENGAGEMENT:

- Our team will use a strategic mix of digital channels to maximize the visibility and appeal of your property, attracting a steady stream of bookings.
- Social Media platforms allow us to capture attention with beautiful, high-quality visuals and video tours of your property. We'll highlight your villa's unique features and location, using targeted ads and engaging posts to reach potential guests.
- Through targeted ads on social media and search engines, we'll re-engage potential guests who've shown interest, increasing conversions and encouraging them to book.

2. ONLINE TRAVEL AGENCIES:

- Listing your property on Online Travel Agencies (OTA's) such as Airbnb, Booking.com, and similar platforms gives us access to a global audience actively looking to book accommodations.
- These platforms also help build trust with guests by showcasing reviews and ratings.

3. LOCAL CONNECTIONS:

- We'll collaborate with local tour operators, restaurants, and activity providers allow us to create exclusive packages, adding unique value and making your property more appealing.

4. GUEST TESTIMONIALS & REVIEWS:

- We'll encourage happy guests to leave reviews across OTAs, Google, and social media, boosting credibility and attracting more bookings.

5. INFLUENCER MARKETING:

- Partnering with travel influencers will extend our reach and add credibility to your property, with authentic content that resonates with their followers.
- We'll also partner with contracts influencers who have the potential to reach out to more audiences/people.

6. SEASONAL & EVENT-BASED PROMOTIONS:

- We'll create exclusive offers around peak seasons and local events to attract guests during high-demand periods, ensuring your property stays booked year-round.

7. REFERRAL PROGRAM:

- Our referral program will reward past guests and partners who bring in new guests, expanding our reach while benefiting both the referrer and the new guest.

REVENUE-SHARING MODEL

1. PROPERTY OWNER'S SHARE (75%):

- As a property owner, you will retain 75% of the total booking revenue generated from your property.
- This ensures that most of the earnings remain in the property owner's hands, allowing you to enjoy the financial benefits of renting out your villa or vacation home.
- The 75% share covers the bulk of the income which means you maintain control over the long-term value of your property.

2. STAY ATLAS SHARE (25%):

- In exchange for our expertise and comprehensive services, Stay Atlas will receive 25% of the total booking revenue on a monthly time frame.
- This 25% goes towards covering the following services:
 - **Property Marketing**
 - **Guest Management**
 - **Pricing Strategy**
 - **Property Maintenance**
 - **Communication and Support**
 - **Revenue Management**
 - **Flexible Management Options**
 - **Local Experience Enhancement**
 - **Legal and Regulatory Support**

3. A WIN-WIN REVENUE-SHARING AGREEMENT:

- This performance-driven model ensures the more successful your property is, the more Stay Atlas earns, which motivates us to work hard to increase bookings and maximize your revenue.
- Since our earnings are directly tied to your villa's revenue—and with no upfront costs required from you—we are fully committed to maximizing your property's occupancy year-round.
- Unlike fixed-fee property management services, our model prioritizes performance rather than just offering basic services.
- We don't just aim for more bookings; we optimize pricing strategies to maximize per-night revenue as well.
- Our dynamic pricing model adjusts rates based on demand, seasonality, and competitor pricing, ensuring optimal profitability.
- Special promotions, peak-season strategies, and exclusive offers further contribute to increasing your earnings.

TERMS & CONDITIONS

- i.** Stay Atlas operates on a **75-25** revenue-sharing model, where the property owner receives **75%** of the booking revenue, and Stay Atlas retains **25%**. This **25%** covers Stay Atlas's services, including marketing, guest management, pricing strategy excluding property maintenance or any other additional service until or unless agreed upon.
- ii.** Payments are processed and disbursed to property owners monthly, based on completed bookings and received revenue.
- iii.** All services and responsibilities outlined will be formally documented in Contract, which is a required step before services begin.
- iv.** Once the Contract is finalized and Stay Atlas begins managing the property, the property owner should agree not to take any direct/ indirect bookings independently. All bookings must be exclusively routed through Stay Atlas, including those from social media, personal referrals, mobile contacts, and platforms like Airbnb, Booking.com, etc.
- v.** Stay Atlas will be solely responsible for managing and handling all booking channels to ensure a seamless and unified guest experience.
- vi.** Either party may terminate the agreement with a 30-day written notice after the lock in period is over. However, services during ongoing guest stays will continue until the guests' departure.
- vii.** The cost of drafting and finalizing the Contract will be shared equally between Stay Atlas and the property owner, ensuring a fair investment in establishing the partnership.
- viii.** In the event of early termination, any outstanding payments or revenue shares will be settled within 30 days.

- ix.** If the property owner decides to terminate the Contract and cancel the agreement within the lock-in 6 months period, a termination fee of ₹40,000 will be charged to cover the cost of services rendered and work completed by Stay Atlas up to that point.
- x.** This fee is payable within 30 days of termination notice and applies regardless of the reason for early termination.
- xi.** Stay Atlas will not be responsible for damages to the property resulting from guest actions or other unforeseeable events. However, we will assist with recommended insurance options or any other alternatives for such cases.
- xii.** Any specific requests outside the standard service scope may be subject to additional fees, agreed upon in advance.
- xiii.** Stay Atlas may advise on compliance needs. However, it is the owner's responsibility to complete any upgrades or compliance-related changes to ensure guest safety.
- xiv.** Stay Atlas may assist routine maintenance and emergency repairs as needed, working with trusted vendors. Property owners are responsible for covering maintenance and repair costs; Stay Atlas will provide estimates and obtain owner approval for significant expenses.
- xv.** Stay Atlas will handle all guest and owner information with confidentiality and adhere to data protection laws
- xvi.** Any data collected will be used solely for booking and management purposes and will not be shared with third parties without consent.
- xvii.** Any disputes arising from the agreement will be resolved through peaceful negotiation, and if necessary, arbitration or mediation, as specified in the Contract. Both parties should agree to cooperate in good faith to resolve any disagreements.