



Finally, a niche channel specializing in Luxury Vacation Rentals

Welcome to the world of Smiling House, where homeowners and property managers intersect to host luxury clientele in the world's most desirable destinations.

LUXURY HOLIDAY RENTALS • PROPERTY MANAGEMENT • REAL ESTATE

GSTAAD • VERBIER • ZERMATT • ST MORITZ • CRANS MONTANA • LUZERN & LAKES • VILLARS • ZURICH • ST.TROPEZ • FRENCH CASTLES • AIX EN PROVANCE • CANNES • ANTIBES • CORSICACHAMONIX • COURCHEVEL • VAL D'ISÈRE • MEGÈVE
MORZINE - AVORIAZ • MÉRIBEL • CORTINA • SARDINIA • TUSCANY • LAKE COMO • ITALIAN CASTLES • SICILY • LE MARCHE • PUGLIA • UMBRIA • TEL AVIV • JERUSALEM • EILAT • SEA OF GALILEE • MYKONOS • CRETE • LEFKADA • RHODES • CORFU • PAROS • SPETSES
PORTO HELI • HALKIDIKI • MARBELLA • MALLORCA • IBIZA • COSTA BRAVA • CANARY ISLAND • ANDALUCIA • BARCELONA • ALGARVE • PORTO • DOURO VALLEY • ST ANTON • PHUKET • KOH SAMUI • KO PHANGAN • BALI • CANCUN • SAN JOSE DEL CABO
PUNTA MITA • CABO SAN LUCAS • TULUM • DISNEY ORLANDO • ARIZONA • COLORADO • ST BARTS • CROATIA • DUBAI • MALDIVES • SEYCHELLES • CYPRUS • SCOTLAND • SOUTH AFRICA • KENYA • NEW ZEALAND • PUERTO RICO • MEXICO • SRI LANKA

Unparalleled Luxury Around the World





Who we are



Smiling House is a network of **stylish and exclusive private properties** conceived to connect prestigious travelers with unique chalets, villas, mansions, castles, and curated homes around the globe.

We specialize in renting luxury holiday properties around the world for homeowners and professional property managers who wish to rent out their places to quality guests.

Our professional team is familiar with the luxury travel world, with a keen understanding of hosts and discerning guests' needs.

The Smiling House alliance is made of hundreds of hosts & homeowners from all over the world, creating a complete global offering of outstanding hospitality combined with unforgettable experiences.



Property Manager Partner



Join our alliance that connects hundreds of Luxury homeowners and professional property managers.

At Smiling House, we believe that transparency, collaboration, and communication are the key to any successful partnership.

What do we offer?

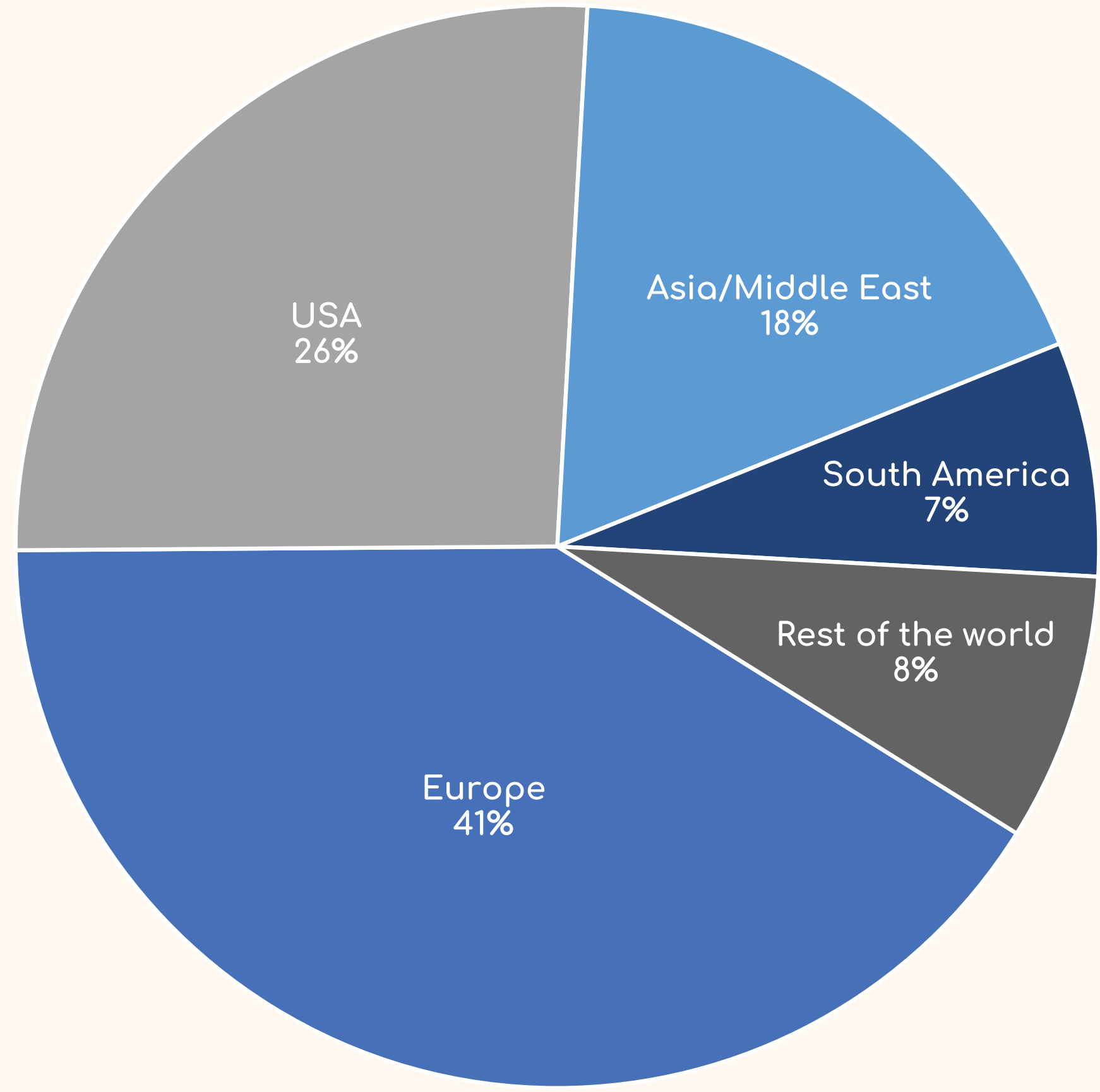
Smiling House specializes in the sale and rental of luxury short-term rental properties across the globe for homeowners who wish to rent out their homes without the hassles of maintenance, cleaning, customer service, and much more.



Meet the Smiling House guests



Our guests are traveling from



Meet our guests



Multigenerational families



Workcation Travelers



Multinational Business Executives



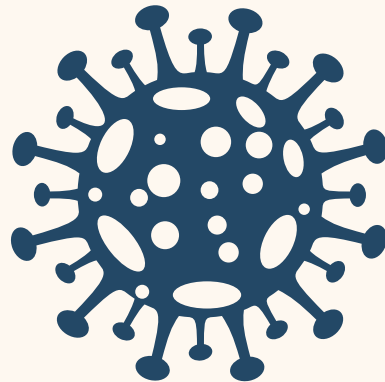
International Jet setters



Real estate investors – with our concept of rent to buy/buy to rent

* Based on Smiling House bookings from 2020-05/2021

Our guests travel differently



During COVID-19 our guest kept **traveling** to 40 different destinations



Average Booking Value:

AirBnB
\$1,770

Smiling House
\$24,300



Average Daily Rate:

AirBnB
\$411

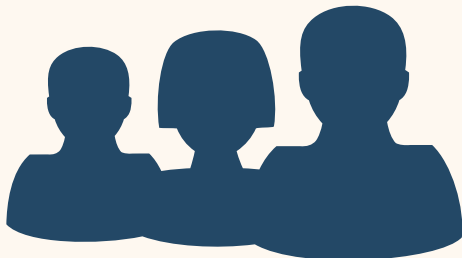
Smiling House
\$2,270



Length of stay:

AirBnB
4.3 nights

Smiling House
10.7 nights



Smiling House average group size:

7-9 guests

Grow with Us! We will help your property achieve higher ADR, Longer stays, and higher Occupancy Rates.

* The analysis comparing 2020 booking of similar properties



Our concierge attitude & team



We see ourselves as curators of unique travel experiences. Our team goes above and beyond to deliver once-in-a-lifetime moments that inherently turn into memories that last a lifetime.

The concierge attitude comes alongside with the platform luxury and travel world, with high understanding of your standards and our high-end clients' requirements and needs.

Our in-house concierge team has one goal in mind each day they arrive at work. Make our guests smile and treat each one as if they are family!

As a part of our identity, we partnered with other ultra luxury experience providers from all over the world, **creating a complete and breathtaking experience** for whoever can afford it.



Our Value Proposition



By joining our platform (B2C), you will be exposed to 2 additional distribution channels.

1 B2B Platform

Smiling House recently launched a **B2B platform** that allows travel designers, Ultra Luxury travel agents, and other luxury focussed professionals the ability to promote your properties in a more tailor-made high-touch manner.

2 Properties for sale

The expertise and the strong connection with our top clientele have made Smiling House a trustful partner to handle the search for **second homes**.

Investing in a vacation home promising high yield as well as a second home to enjoy for your personal needs.



Competitive Analysis



	Smiling House	Plum Guide	Airbnb	VRBO
Pricing and availability integrations	Yes Via channel managers	Yes Direct or via channel managers	Yes	Yes
Messaging guests	Yes Via email proxies	Yes On the platform or via email proxies	Yes	Yes
Standard cancellation policies	No, only one standard cancellation policy: <ul style="list-style-type: none"> • Full refund within a grace period of 48 hours after booking. • 50% refund up to 90 days of arrival date. • No refunds after within 90 days of arrival date. 	Yes Full guest refund: <ul style="list-style-type: none"> • 1 day (Relaxed) • 7 days (Reasonable) • or 30 days (Firm) before check-in 	Yes Full guest refund: <ul style="list-style-type: none"> • 1 day (Flexible) • 5 days (Moderate) • 14 days (Strict) before check-in 	Yes Full guest refund: <ul style="list-style-type: none"> • 14 days (Relaxed) • 30 days (Moderate) • 60 days (Firm) before check-in
Standard payment terms	Yes 50% When booking and remaining 50% 90 days before check-in	Yes 1-5 days after guest check-in	Yes 1-2 days after check-in	Yes 1 day after check in
Competitive fees	12% Host-only fee	15% Host-only fee 1.5% transaction fee	14-16% Host-only Fee	5% Host commission 3% payment processing 5-10% Variable Guest service fee
Booking team & customer care points of contact	Yes It will be someone in our booking and CC your Team	Yes It will be someone in our booking and CC your Team	Yes Someone from a call centre	Yes Someone from a call centre



A new OTA way



- Request to book platform: Smiling House will confirm with you every booking
- Wire transfer payments is possible for expensive deals
- Exposure to BB2C individuals and B2B professionals
- Less than 1% booking cancelation
- On-demand option for ultra-luxury properties
- Concierge support from knowledgeable team
- Luxury vacation homes for sale will get exposed to investors with the "rent to buy" concept/platform of Smiling House
- Discerning guests with an average booking size of 25 times the average OTA's



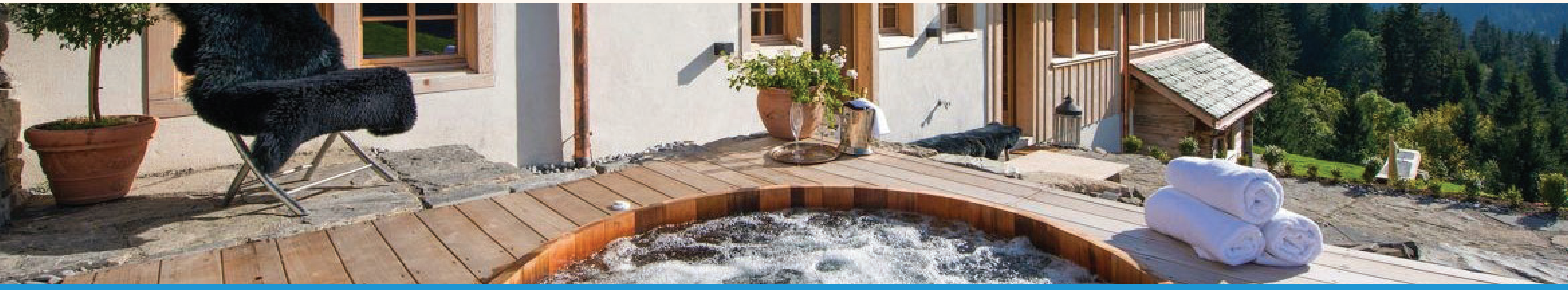
We are opening the world at once



Our unique search engine is aligned perfectly to the desires of our guests with top-luxury amenities-based filters.

Homes can be searched by multiple countries/destinations in one click.

And therefore, every luxury home around the globe is welcome, and we're launching new destinations accordingly.



How to recognize a Smiling House home



Breathtaking views



5+ Rooms



Our guest
appreciating
authenticity and
space.



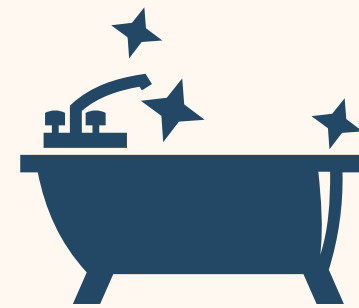
Uniquely designed



Built in Leisure
Destinations



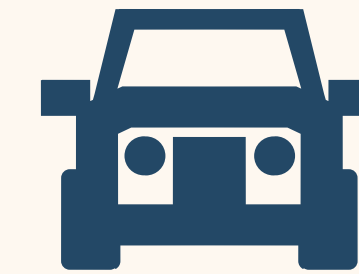
As many private
luxury amenities



Highest level of
cleanliness &
maintenance



A+ hospitality
experience



** Bentley in each
garage
(Just kidding...)

If you find your home luxurious but not 100% fit the above, please reach out and let us learn more about it

Partnership with leading luxury clubs



Smiling House is a preferred partner of some world leading luxury members clubs. These high-end individuals are welcome to explore the collection of stylish and exclusive private properties conceived to connect travelers with unique chalets, villas, houses and apartments around the globe.

We are a preferred partner of **Homes and Villas by Marriott** and can suggest your listing for their "Marriott Bonvoy" loyalty club members.

Join the program: www.smilinghouse.ch/homes-and-villas-by-Marriott-international/.

Smiling House has a great partnership with **THIRDHOME**, which is the premier travel club for second home owners who share a mindset for luxury and exploration. From jetsetters to seniors, and everything in between, THIRDHOME members are inspired by the journey.

THIRDHOME club members are trusted second home owners, renters and adventurers who share a passion for discovery.

Smiling House luxury vacation homes is the perfect fit for the THIRDHOME members hospitality expectations.

More info: www.smilinghouse.ch/portfolio/thirdhome/



THIRDHOME

Join us in our journey!



 +41 79 489 70 21  reservations@smilinghouse.ch  Mettlemstr. 16, CH-3780 Gstaad, Switzerland

 +41 76 491 14 77  Smiling House  SmilingHouseLuxury  www.smilinghouse.ch

LUXURY HOLIDAY RENTALS • PROPERTY MANAGEMENT • REAL ESTATE

GSTAAD • VERBIER • ZERMATT • ST MORITZ • CRANS MONTANA • LUZERN & LAKES • VILLARS • ZURICH • ST.TROPEZ • FRENCH CASTLES • AIX EN PROVANCE • CANNES • ANTIBES • CORSICACHAMONIX • COURCHEVEL • VAL D'ISÈRE • MEGÈVE
MORZINE - AVORIAZ • MÉRIBEL • CORTINA • SARDINIA • TUSCANY • LAKE COMO • ITALIAN CASTLES • SICILY • LE MARCHE • PUGLIA • UMBRIA • TEL AVIV • JERUSALEM • EILAT • SEA OF GALILEE • MYKONOS • CRETE • LEFKADA • RHODES • CORFU • PAROS • SPETSES
PORTO HELI • HALKIDIKI • MARBELLA • MALLORCA • IBIZA • COSTA BRAVA • CANARY ISLAND • ANDALUCIA • BARCELONA • ALGARVE • PORTO • DOURO VALLEY • ST ANTON • PHUKET • KOH SAMUI • KO PHANGAN • BALI • CANCUN • SAN JOSE DEL CABO
PUNTA MITA • CABO SAN LUCAS • TULUM • DISNEY ORLANDO • ARIZONA • COLORADO • ST BARTS • CROATIA • DUBAI • MALDIVES • SEYCHELLES • CYPRUS • SCOTLAND • SOUTH AFRICA • KENYA • NEW ZEALAND • PUERTO RICO • MEXICO • SRI LANKA

Smiling House is a preferred partner of:

