

Red Key *Collection*



CONDO
MANAGEMENT
PROGRAM

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What is RED KEY COLLECTION



Welcome to Red Key Collection, the premier luxury property and vacation rental operator dedicated to delivering the highest level of service to the finest residences in Curaçao.

We offer homeowners a luxury hotel-level vacation rental program, seamlessly integrating cutting-edge technology managed from our New Jersey head office with unparalleled property management. Our tech-enabled solutions underpin our best-in-class property management services, ensuring efficiency and excellence.

Simultaneously, our dedicated team coordinates on-the-ground operations to provide an exceptional, bespoke experience for every owner, resident, and tourist.

Experience the Red Key Collection difference, where luxury meets impeccable service and personalized attention.

Creating the perfect balance is key.

Our SERVICES

Condo-Hotel Management

Condo-hotels combine the benefits of residential-style accommodations with the services and amenities of a first-rate hotel. The Condo-Hotel Model allows owners of individual units the opportunity to invest into the Condo-Hotel Rental Pool, gaining revenue sharing income from hotel guests when they're not enjoying their own unit. Guests benefit by receiving amenity-rich residential-level accommodations with the services customarily offered by traditional hotels.



Vacation Rental Management

We tailor our services to meet your specific needs, offering a comprehensive range of options including:

- Strategic marketing
- Revenue management
- Seamless check-in and check-out processes
- Professional housekeeping
- Routine and preventative maintenance

Providing onsite, hotel-level management to transform your vacation rental into a resort-style hotel experience, ensuring your guests enjoy unparalleled hospitality.



*Elevate your property's
potential*

Condo- Hotel Management

How it works

- 1.) Owners place their units into the hotel management's rental program, gaining revenue-sharing investment from room night's sold.
- 2.) The Home Owners' Association oversees the property's public area's amenities and services, ensuring high quality standards derived from HOA fees.
- 3.) The Hotel Management Company provides the hotel marketing and operational support services, similarly provided for by first-rate hotels.



OWNER

INCOME

Room Revenue %

EXPENSES

HOA Fees

Utilities

FF&E & OS&E

Cable & Internet



HOA

INCOME

HOA Fees

EXPENSES

Public Facilities

Security

Insurance (Public)



RED KEY

INCOME

Room Revenue %

EXPENSES

Hotel Operations

Sales & Marketing

Hotel Administrative

Vacation Rental MANAGEMENT



ACCOUNTING & OWNER'S STATEMENTS

Preparation of Owner's Income Statements and the Hotel's Financial Reporting



HOTEL MARKETING, WEBSITE & DISTRIBUTION

Comprehensive hotel marketing including website branding, digital marketing, distribution, sales & contracting, reservations and revenue management



PROPERTY SYSTEMS

First-Class Hotel Property Management Systems with automated payment fulfillment, automated-rate setting tools, VoC benchmarking and more



STAFFING & EXEC. RECRUITMENT

Recruitment and training of a diverse team of hospitality professionals dedicated to providing exceptional guest experiences



FF&E PURCHASING & DESIGN

Selection and acquisition of stylish and durable furnishings to create a comfortable and visually appealing environment for guests



4 & 5-STAR HOTEL STANDARDS & PROCEDURES

Four- & five star level service & product standards and procedures verified with periodic QA audits

High STANDARDS

5* Hotel Housekeeping Services



Red Key Collection offers housekeeping services designed to ensure a pristine and inviting environment for your guests. Our professional team provides thorough cleaning, meticulous attention to detail, and a commitment to maintaining the highest standards of cleanliness and comfort. Let us enhance your guests' stay with our dedicated housekeeping expertise.

Professional Maintenance

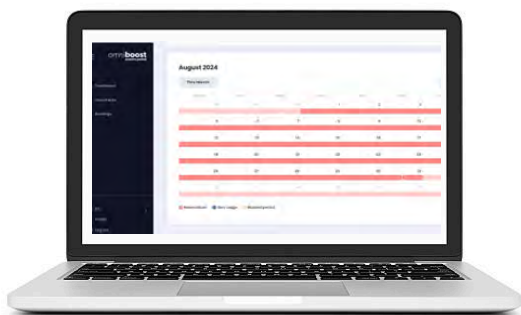
Red Key Collection delivers top-tier hotel level maintenance services, ensuring your property operates seamlessly and efficiently. Our skilled technicians handle routine upkeep, preventative maintenance, and prompt repairs, all aimed at preserving the integrity and functionality of your property.



*Ensuring every stay is
seamless and memorable*

Owners

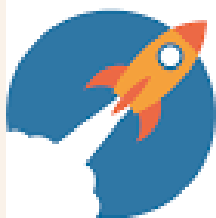
Portal



Our owners portal empowers owners to view their unit's real-time availability, book owner-occupied reservations and monitor future reservations.

Owners gain full financial oversight with configurable statements including commission pay outs and overhead costs.

The portal is fully customizable with per user access control.



omniboost

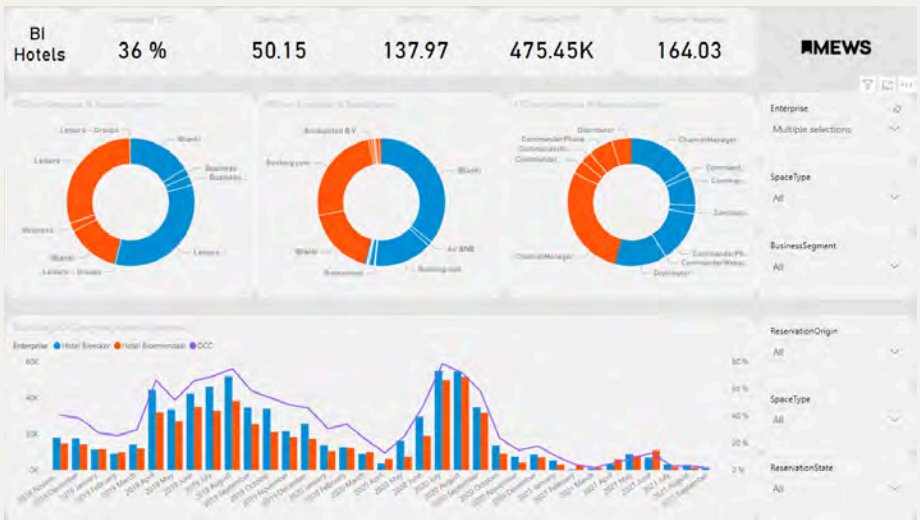
Property Management SYSTEM

Mews property management software is the heartbeat of our operations. It helps streamline the way we operate.

With this technology we manage rates, reservations, billing and accounting, guest profiles, loyalty programs and inventory.

MEWS

Mews is a cloud-native PMS designed for the new era of hospitality. Mews helps maximize the potential of the property in ways that other platforms don't. Mews is also mobile-optimized which means it can be accessed any time, anywhere.

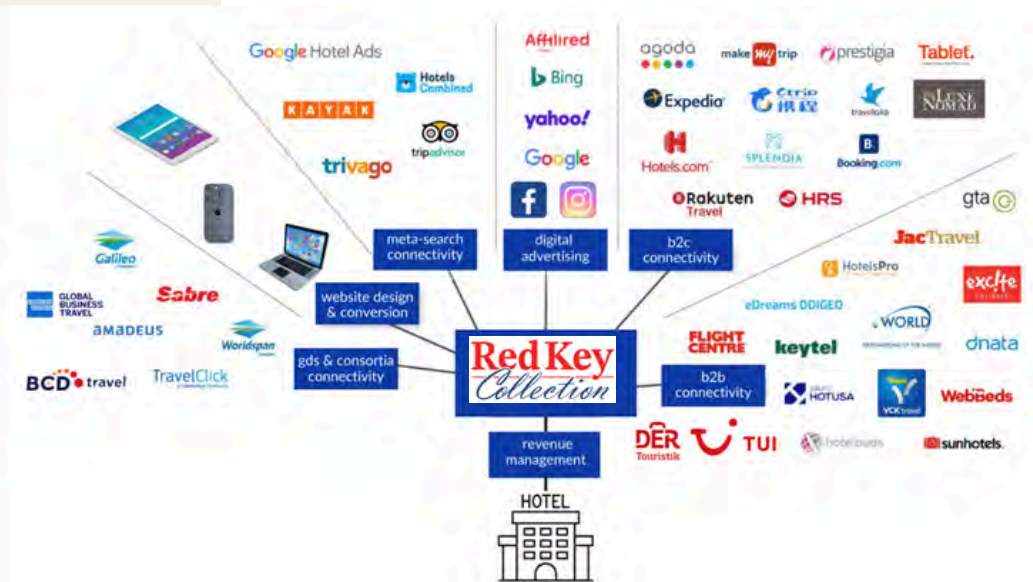


Online
DISTRIBUTION

Outsourced Expert Commercial Solutions for Independent Hotels

Today's global booking environment is more segmented and diversified than ever before.

To optimize RevPAR, Red Key expertly deploys a widedset of key initiative's in the disciplines of Revenue Management, Inventory Distribution, Sales Management, Website Design & Branding and Digital Marketing.



Meet
OUR TEAM



Albert Lacle



Walter Kohlross



Nicklaus Lacle



Louisa Colgan



Kathy Walker



Shariluska Francisca



Shermila Macaay

Red Key *Collection*

vacation apartments

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