

CANA
ESSENCE



Vacation Rental Program Presentation

 Cap Cana, Dominican Republic

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Profitability Forecast

Market Analysis & Strategy

The financial forecast is based on a comprehensive analysis of the Punta Cana market and the specific positioning of the product. We have designed a distribution strategy focused on maximizing revenue per available unit, adapting to the destination's demand dynamics.

Operating Scenarios (5 Years)

We present three clear scenarios (Conservative, Realistic, and Optimistic) with a projection horizon through the fifth year of operation. This approach considers the natural stabilization period ("ramp-up") required for any newly opened asset to establish its presence in the market.

Stabilization Objective

The model seeks to progressively achieve optimal occupancy and average daily rate (ADR) levels, ensuring sustainable growth in owners' returns as the project gains reputation and visibility across international channels.

Growth Model

- Year 1: Opening**
Initial positioning and demand capture
- Years 2-3: Growth**
ADR and Occupancy Optimization
- Years 4-5: Stabilization**
Return Maximization (ROI)

Projected Scenarios

- Conservative
- Realistic
- Optimistic

Operating Scenarios

5-year projection after the stabilization period

Conservative

Base scenario

🏠 Occupancy

45% – 60%

💰 Average ADR

95 – 115 USD
USD

💰 Owner Return

4% – 6%

Estimated Annual

Realistic

Target scenario

🏠 Occupancy

60% – 72%

💰 Average ADR

110 – 135 USD
USD

💰 Owner Return

6% – 8%

Estimated Annual

Optimistic

Potential scenario

🏠 Occupancy

70% – 82%

💰 Average ADR

125 – 150 USD
USD

💰 Owner Return

8% – 10%

Estimated Annual

📌 Important Notes:

1. Returns exclude Year 0 of partial opening and do not constitute a contractual guarantee.
2. Profitability may vary depending on the apartment typology (view, jacuzzi, terrace, surface area).

Segmentation and Channels

International OTAs

We maximize global visibility through the leading online travel agencies (Booking.com, Expedia, Airbnb, Agoda). These platforms are essential for capturing international demand volume and positioning the CANA ESSENCE brand in key source markets.

Direct Sales

We promote direct bookings through our website, telephone service, and email. This channel is strategically prioritized because it reduces intermediary costs, allows greater control over the customer relationship, and builds loyalty among repeat guests.

B2B and Mid-Term Stays

We complement occupancy through B2B agreements and by attracting digital nomads or mid-term stays. In addition, we apply dynamic Revenue Management by typology, adjusting prices in real time according to demand to optimize the revenue of each unit.

Distribution Mix

OTAs (Global Reach)

 Booking.com

 Expedia

 Airbnb

 Agoda

Direct Sales (High Profitability)

 Own Website


 Call Center

Dynamic Revenue Management


Smart rates adjusted by Typology, Season, and Demand in real time.

Services Included in the Maintenance Fee

✔ Comprehensive coverage to guarantee the operability and value of the asset.


 Property Manager / Condominium Manager


 Reception & Concierge Staff

 Cleaning staff (common areas)

 Maintenance staff


 Day and night security (24/7)

 Water supply


 Gas supply (if applicable)

 Power for common areas

 Cleaning supplies (products)


 Fumigation and pest control


 Garbage collection


 Internet for common areas

 Gardening and green area maintenance

 Pool maintenance


 Elevator maintenance

 Building maintenance

 External works (drains, septic, etc.)

 Pressure booster and water system maintenance

 Management fees

 Administrative management (606, 607, IR-1)

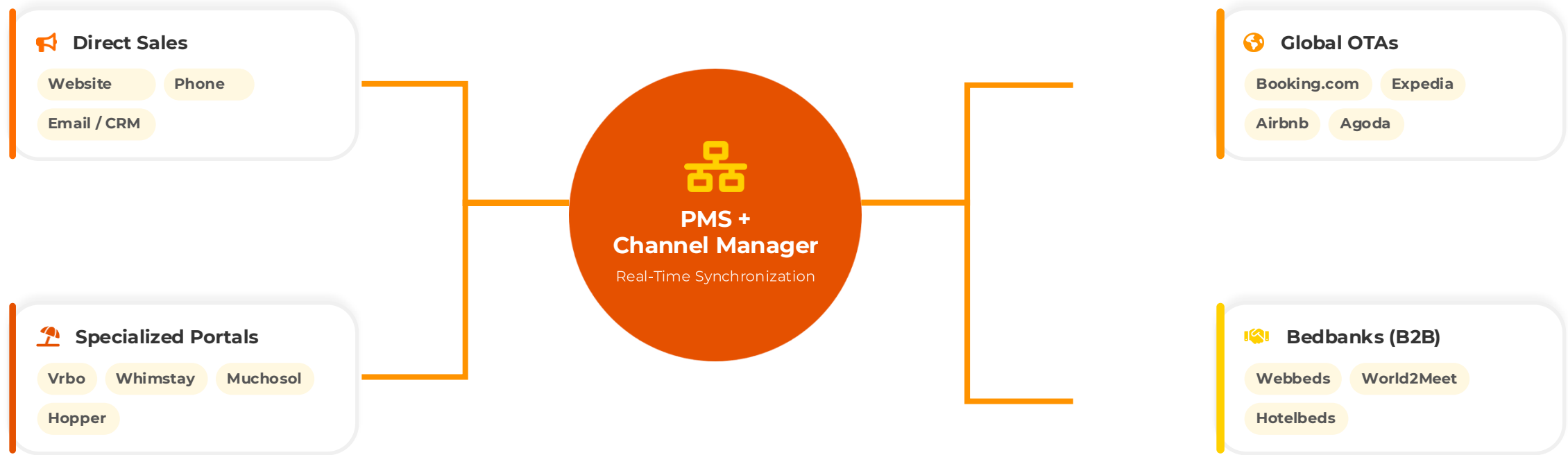
 Reserve fund & Legal expenses



Clarification on Electricity (Vacation Rental)

The rate charged to the guest will include an energy fee covering a pre-established minimum consumption per stay. Any consumption exceeding that minimum will be billed and paid by the guest at check-out. This measure protects the owner from excessive consumption.

Platform and Commercialization



Revenue Management
PANORAMA Revenue
Specialists in price and distribution optimization.

Dynamic Sales Strategies

- Minimum Stay (MLOS)
- Non-Refundable Rates
- Long Stays
- Early Booking
- Last Minute
- Flash Offers

Transparency and Reporting

CANA ESSENCE operates under a transparent and efficient management model, designed to provide full financial clarity to the owner.



Individual Model

Each apartment operates as an independent business unit. Income and expenses are generated individually, not as part of a collective "pool," maximizing control over your asset.



Monthly Reports

You will receive a detailed report each month through the Owners' Portal and by email. This document breaks down all income, operating expenses, and the net profit for the period.



Fair Allocation

Our PMS system uses an intelligent algorithm to distribute reservations fairly among units of the same typology, guaranteeing equal income opportunities for everyone.



Quarterly Settlements

Payments are made quarterly to optimize operational efficiency and minimize bank fees. Transfers can be made to domestic or international accounts according to your preference.

Organizational Chart and Management Team

Established hotel experience and professional revenue management.

Operator / Marketer

BEACH HOMES PUNTA CANA

 Since
2017

Established provider of premium vacation rentals in Bávaro and Punta Cana. Specialized in maximizing revenue through smart marketing and pricing strategies, offering peace of mind to owners and unforgettable experiences to guests.

Daniel Santiago

General Manager

Extensive experience in the hotel sector, having served as Hotel General Manager for 14 years before founding the Beach Homes Punta Cana brand together with his partners in 2019.

Revenue Management

PANORAMA Revenue

Company specialized in revenue management services, pricing strategy, and distribution. Its professional management ensures revenue maximization, making the difference versus non-professionalized projects.

 Bávaro

 Cap Cana

 Samaná

 International

 www.panoramarevenue.com

Commitment Term & Use

Contractual framework and usage guide to maximize profitability.

Agreement and Conditions

Initial Term: 24 Months


Year 1 for positioning + Year 2 for consolidation.

Renewal

Automatic annual or biennial renewal after the initial period.

Early Exit

Requires 60 days' notice. Settlement up to the end date.

 **RESTRICTION: After withdrawal, the owner may NOT conduct short-stay vacation rentals (<30 days) in order to avoid unfair competition and price erosion.**

Owner Rate

No limit on days of use. 10% discount on the public rate (BAR).

Seasonality and Impact Guide

PEAK DATES

Christmas, New Year, Easter Week

Highest rates of the year. Avoid personal use. 

HIGH SEASON

Mid-Dec - End of Easter Week

High occupancy. Personal use significantly affects income.

MID SEASON

June - Early September

Moderate occupancy. Lower impact on income.

LOW SEASON

May, September, November

Recommended for owner use. Minimal impact. 



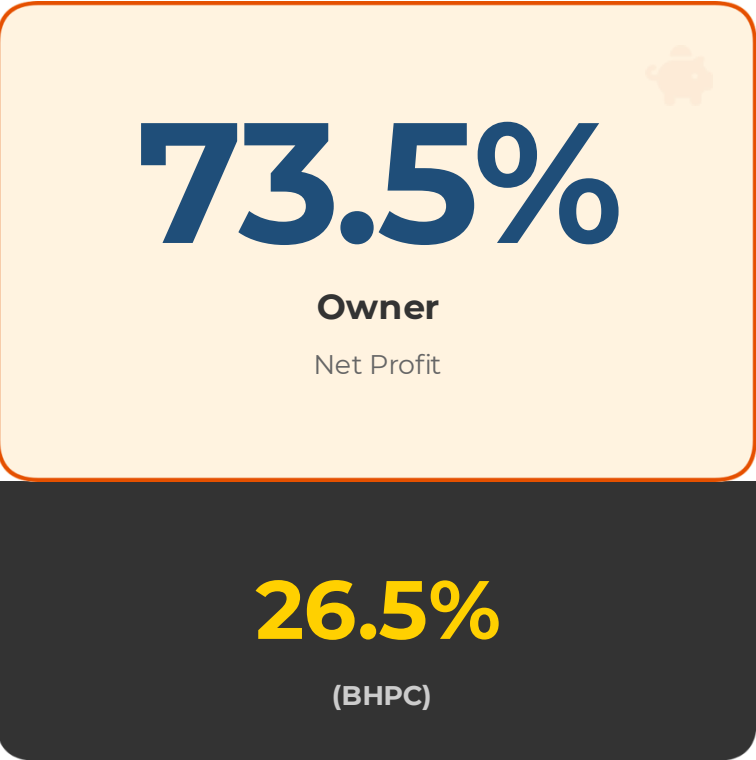
Recommended
Owners' Portal



Assisted
**Request through
BHPC**

Rental Pool Agreement

Revenue distribution and services included in management.



+ 1.5% Additional (Portal & Paid Marketing)

Management Services Included (26.5%)

Beach Homes Punta Cana assumes the following operating costs:

- ✓ Listings on 60+ sales channels
- ✓ Strategic SEO/SEM Positioning
- ✓ Revenue Management (**PANORAMA**)
- ✓ End-to-end guest management (Inquiry to Checkout)
- ✓ Professional Complaint and Review Management
- ✓ Cleaning and Inventory Coordination
- ✓ Damage Deposit Management
- ✓ Breakdown and Repair Coordination
- ✓ Management of owner utility payments
- ✓ Monthly Financial Report & Online Portal

Damages and Liability

Asset management and coverage policy for the owner's peace of mind.

Damage Types

Misuse / Accidental

Damages caused by guests during their stay (e.g., breakages, severe stains). They are identified during the check-out inspection.

 Covered by Deposit / OTA Insurance

Normal Wear and Tear

Natural deterioration from everyday use (e.g., old appliances, sofa wear). A quotation is sent to the owner for approval.

 If not repaired, the unit is removed from the Rental Pool

Annual Obligations

Necessary to maintain high-turnover standards:



Linens and Textiles

Full annual replacement.



General Painting

Full repainting of the unit once a year.



Kitchenware

Replacement of damaged items (semiannual evaluation).

Insurance & Standardization

Master coverage and inventory consistency.

 Contents

 Appliances

 Furniture

 Minimum Inventory



Cap Cana, Dominican Republic

Operador & Gestión

Beach Homes Punta Cana

 Cap Cana, Dominican Republic

 Rental Pool Management