MR PROPERTY SIAM

KOH SAMUI · EST. 2021

MR PROPERTY SIAM

Your Key to Thai Tranquility

Developer Partnerships

From Project to Rental Operation

TRANSPARENT · DYNAMIC · FOUNDER-LED

80+	4.8	92%
Villas Managed	Avg Guest Rating	Owner Retention

DEVELOPER PARTNERSHIP - 2027 EDITION

Your Key to Thai Tranquility

WELCOME

A Note Before You Read On

Owning a villa abroad should be simpler than it usually is.

This brochure is our way of showing — not just telling — how Mr Property Siam runs an owner's property. Every section is written the same way we work: in plain language, with the numbers visible and the decisions explained.

You'll find how we report, how we price, how we maintain, and how we communicate. You'll also find the moments where we say no — to packages, properties, or promises we don't believe we can keep.

If, by the last page, the way we operate feels aligned with how you want your villa looked after, the next step is a conversation. No obligation, no rehearsed sales pitch.

We built this company because owners deserve clarity, not pitches — and because we believe the right way to run a villa business is the one we'd want for our own properties.

Every baht documented. Every decision explained. Every result verifiable.

—JORDI RICARDO SCHULTE, FOUNDER & CEO

INSIDE THIS BROCHURE

What You'll Find

01 **Who We Are**
Boutique standards, operational scale.

02 **How We Operate**
Systems, transparency, accountability.

03 **What We Manage**
Marketing, guests, finance, maintenance.

04 **Owner Reporting**
What you see, when you see it.

05 **Pricing & Revenue**
Dynamic strategy with explanations.

06 **The Onboarding**
Four weeks from agreement to first booking.

07 **Our Standards**
Where we say yes — and where we say no.

08 **Final Word**
A note from the founder.

PARTNERSHIP FOCUS

01 **The developer partnership**
Page 4

02 **Due diligence & ROI**
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03 **Project structure & handover**
Page 6

Then explore the shared MPS core: our team, management services, owner portal, pricing and onboarding.

Standard owner packages and terms in the core are distinct from your partner agreement.

DEVELOPER PARTNERSHIP

A rental plan behind every sale.

Bring MPS into the project conversation before handover: assess the rental proposition, plan operations and support the buyer journey.

01

Assess the project

Review location, specification, access and maintainability. Agree what needs attention before rental launch.

02

Explain the investment

Work through project-specific income and cost assumptions. Give buyers a clear view of what the rental plan depends on.

03

Plan the operation

Agree the handover scope, service responsibilities and buyer onboarding. Connect each participating owner to MPS reporting.

Bring the future rental operation into the sales conversation early.

The programme can cover individual buyer-owned units, a whole development or unsold inventory. The structure and scope are agreed for your project.

Discuss your development

Review the assumptions together.

A proposed working brief for each project: rental suitability, adviser-led document checks and a transparent operating model.

Due diligence workstream

Developer and project track record

Location, access, villa layout and finish

Utilities, maintenance access and running costs

Ownership, permissions and intended rental use

Handover status, defects and outstanding work

MPS contributes the rental and operational review. Title, legal, engineering and licensing conclusions remain with the appointed qualified advisers.

Rental model workstream

Seasonal nightly rates and available nights

Owner-use periods and launch assumptions

Booking-channel costs and management fees

VAT, recurring services and repair allowance

Furnishing costs and initial preparation

Downside / Base case / Upside

Show a range with the same cost basis. Separate gross rental revenue, net operating cash and investment yield. Record the assumptions with the projection.

Projections are estimates. MPS does not underwrite a developer rental guarantee; any guarantee is a separate developer-buyer commitment.

One project. A clear path to launch.

Define who signs, who pays and what is ready before the first unit joins the rental programme.

01

Project brief

Share unit count, plans, location, target buyer and expected handover.

02

Scope & quote

Agree project fees, setup work, service responsibilities and reporting access.

03

Prepare units

Coordinate readiness, photography, listings, operating schedules and owner onboarding.

04

Launch & review

Activate the agreed services and review actual rental performance with the model.

Commercial terms for your project

Management fees and whole-project setup are quoted for the agreed unit count and services. The core brochure shows standard owner packages; your signed project and owner agreements define the final arrangements.

Send the project brief to MPS

Boutique Standards. Operational Scale.

Mr Property Siam manages over 80 villas across Koh Samui. Every one is run through the same systems, the same standards, and the same founding team that built this company.

We built this company in response to the gaps we saw in the local market. Large agencies treating every villa identically. Solo operators without the technology or team to be consistent. Neither model worked for owners who expected accountability.

We built a third model: a management company with the systems and scale to deliver reliable results, run by a team that lives on the island and answers directly to property owners — not a regional head office. Several of the island's leading real estate agencies now regularly refer new owners to us for management — a measure of trust we don't take for granted.

Our portfolio is large enough to negotiate preferred rates with contractors, software, and service providers. It's small enough that our founders still review monthly owner reports personally. We take full operational responsibility for your property — while giving you complete visibility and the final word on anything that matters to you.



'A large portion of our portfolio growth comes from existing owner referrals and long-term partnerships.'

80+	4.8	92%	< 30 min
Villas Under Management	Avg Guest Rating	Owner Retention	

FIT

Who We Work Best With

We're selective about the properties we take on, and transparent about who we serve well. This isn't for every owner — and that's by design.

MPS is built for owners who:

+ Own a villa suited for the short-term rental market
+ Live overseas (or on-island but prefer not to self-manage)
+ Expect monthly financial reporting with full line-item transparency
+ Want a named account manager, not a call centre
+ Value data-driven pricing over gut-feel rate-setting
+ Prefer a company that explains its fees upfront and doesn't mark up maintenance
+ Want full transparency and the ability to stay involved — on your terms, not ours
+ See the management relationship as a partnership, not a delegation

We may not be the right fit if you:

— Want the lowest-cost management option available
— Prefer to set your own rates and override pricing recommendations
— Need a company that also manages condos, apartments, or hostels
— Want daily phone updates rather than structured monthly reporting
— Are looking for short-term project management only (no ongoing rental)

If this sounds like you, the rest of this brochure explains exactly how we operate.

OWNER PROCESS

How Decisions Get Made

We handle your property operations end-to-end — but you're never in the dark and never out of the loop." The most common complaint we hear from owners switching to us: "My last company made decisions I didn't know about and sent invoices I couldn't verify." Our communication and approval process is designed to prevent that.

- Monthly Owner Report — Delivered by the 10th. Income by channel, itemised expenses with receipts, occupancy data, guest feedback summary, and any maintenance performed. No aggregated figures without backup.
- Approval Thresholds — Any non-emergency expense over ฿5,000 requires your written approval before we proceed. Emergency repairs under ฿5,000 are handled immediately and documented in your next report.
- Quarterly Strategy Call — A scheduled call to review performance, discuss rate strategy for the coming quarter, and flag any property improvements that could improve revenue or guest ratings.
- MPS Owner Portal - bookings, statements, payout breakdowns, expenses, maintenance evidence and documents in one place. Open owner.mrpropertysiam.com whenever you need an update.
- Incident Reporting — If something goes wrong (guest damage, maintenance failure, complaint), you receive a written report within 24 hours: what happened, what we did, what it cost, and what we recommend next.
- Named Contact — You have one account manager. They know your property, your preferences, and your investment goals. Your preferences guide how we operate. You set the level of involvement — from fully hands-off to closely consulted." Reach them by WhatsApp during working hours; our operations team covers emergencies 24/7.

You should never have to chase us for information. If you do, we've failed.

THE TEAM

The People Behind Your Property

Our full team is based on Koh Samui. No remote management, no outsourced call centres. These are the people who will look after your property.



Jordi Ricardo Schulte

[Founder & CEO]
Since: 2021

Jordi is the driving force behind Mr Property Siam, focused on delivering fully transparent, hands-off property management for villa owners. With a strong background in hospitality and digital systems, he combines operational efficiency with a 5-star guest experience. His vision is to set a new standard for villa management on Koh Samui.



Chalisa Lasombat "Kara"

[Brand Manager]
Since: 2026

Kara supports the brand and marketing side of Mr Property Siam, focusing on how each villa is presented across digital platforms. As she steps into the business, she brings a fresh perspective on design, content, and guest expectations. She works closely with the team to strengthen the company's premium image and online presence.



Yanky Rodbang

Portfolio Manager & Concierge provider
Since: 2021

Yankee oversees villa operations while also delivering exceptional concierge services through Siam Discoveries. With over a decade of local experience, he ensures guests enjoy seamless stays and authentic island experiences. His deep network and hands-on approach make him an essential part of the guest journey.



Annandpaul Bhusri "Paul"

[Operations Manager]
Since: 2025

Paul has been part of the journey since the early days of the company in 2021, contributing to its foundation and operational structure. After gaining additional experience in Bangkok, he returned to the team in late 2025, bringing broader industry insight and strengthened expertise. Today, he oversees operations and supports portfolio management, ensuring each property is managed with consistency and precision.



Ye Te Zaw "Thura"

Guest Relations
Since: 2024

Thura is dedicated to creating a smooth and welcoming experience for every guest from arrival to departure. He handles communication, requests, and on-the-ground support with professionalism and care. His friendly approach ensures guests feel looked after at all times.



P May

Housekeeping Manager
Since: 2025

P May leads the housekeeping team, maintaining the highest standards of cleanliness and presentation across all villas. She ensures every property is perfectly prepared for each arrival. Her consistency and attention to detail are key to delivering a 5-star guest experience.

Every owner is assigned a named portfolio manager. You'll know who to call and they'll know your property.

Our Extended Team on Koh Samui

Our partners work to the Mr Property Siam standard, with shared systems, service expectations and owner reporting.
Your named manager coordinates your property within this network.



Phyo

[Portfolio Manager & Partner]
Since: 2021

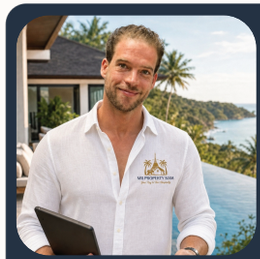
Phyo has been working alongside Mr Property Siam since 2021, originally supporting operations through concierge services, private chefs, housekeeping, and day-to-day villa management. With years of hands-on experience across all operational aspects, he developed a deep understanding of the company's standards and service approach. In 2025, he stepped into portfolio management, bringing his practical expertise and reliability to a broader role overseeing villa performance.



Chen

[Portfolio Manager & partner]
Since: 2025

Chen is the founder of C.O Samui Property Management and a valued partner within the Mr Property Siam network. She first worked alongside Jordi in 2023 on a project at Aqua Residence, where she adopted and further developed operational systems used by the team. After reconnecting in August 2025, the collaboration naturally evolved, bringing together shared standards and complementary expertise.



Adam Tokar

[Senior Manager & Partner]
Since: 2021

Adam is the founder of Kagami Ltd and a trusted partner of Mr Property Siam, overseeing a select portfolio of villas on Koh Samui. With a strong focus on quality control and owner satisfaction, he ensures each property is managed to a high operational standard. His structured approach and attention to detail contribute to consistent performance and long-term value.

Vida Group Samui
PROPERTY SERVICES
099-310-6665

C.O Samui Property Management

KAGAMI
MOVEMENT STUDIO

Due to local regulations, some team members operate through their own licensed companies, working exclusively in collaboration with Mr Property Siam. Each partner follows our systems, processes, and service standards — functioning as one unified team.

Every owner is assigned a named account manager. You'll know who to call and they'll know your property.

Maintained to a Standard You Can Inspect

Tropical humidity, monsoon rain and constant guest turnover take a toll on even well-built villas. MPS maintains its own in-house operations team — including housekeeping, pest control, electricians, plumbers, gardeners, pool technicians, and pool cleaners — alongside close relationships with some of the island's largest and most established external service providers.

Property condition directly impacts guest experience, revenue performance, and long-term asset value.

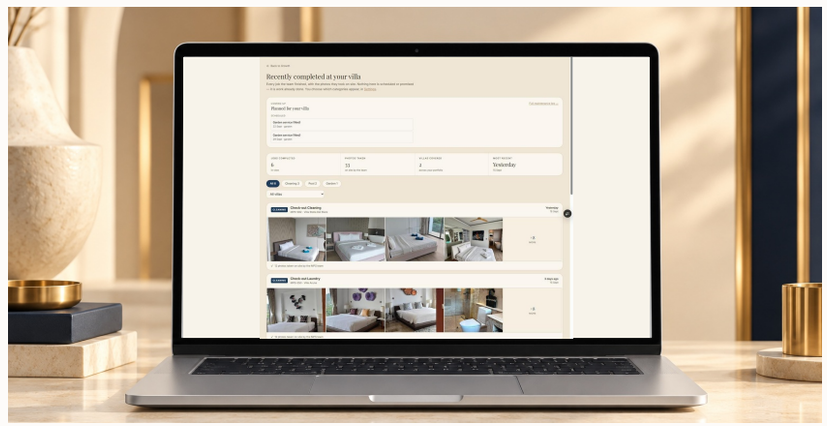
- Turnover Cleaning — Hotel-standard deep clean between every guest stay. Quality-checked before arrival. Linen, amenities, and presentation verified.
- Pool, Garden & Pest Control — In-house pool technicians, gardeners, and pest control — or your preferred external provider. Chemical balancing, landscaping, exterior upkeep, and seasonal treatments, all tracked in MPS Operations.
- Electrical & Plumbing — In-house tradespeople for routine and urgent work. Larger projects coordinated with vetted specialist contractors.
- Preventive Scheduling — Air conditioning, roofing, water heaters, and appliances on a seasonal calendar. Cheaper to prevent than to repair.
- Emergency Response — Our island-based team can reach most properties within 30 minutes. Storms, leaks, power failures — handled immediately, reported to you within 24 hours.
- Monthly Inspections — Walk-through of structure, fixtures, plumbing, electrics, and outdoor areas. Timestamped photo report sent to you. Not a formality — we catch problems before guests do.

Property care you can review

MPS Operations records completed work and supporting photos for review in your owner portal.

Our teams coordinate across services to spot problems early and follow through.

You can continue using external providers. Full-service integration remains optional.



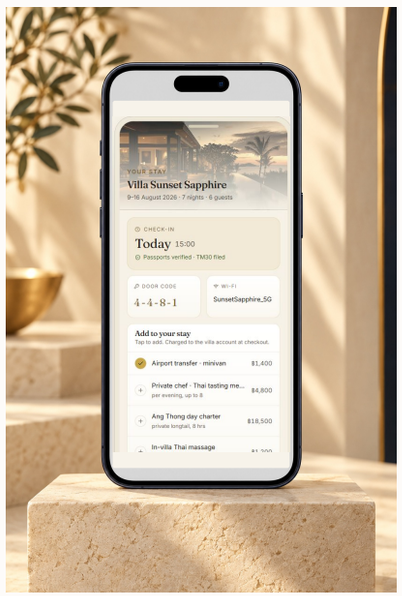
Owner portal demo: completed work and photos

GUEST EXPERIENCE

Better Guests. Better Reviews. Better Revenue.

Guest experience drives review scores. Review scores drive ranking. Ranking drives bookings and the rates you can charge. This isn't hospitality for its own sake — it's a revenue strategy with measurable returns.

- Pre-Arrival — Guest communication before arrival to confirm preferences, dietary needs, and special occasions. Villa prepared accordingly.
- 24/7 Support — Multilingual team reachable via WhatsApp, phone, and messaging platforms. Guest issues resolved the same day, not queued.
- Concierge Coordination — Private chef, spa, tours, boat charters, transfers, and restaurant bookings. Arranged through our preferred local network.
- Welcome & Orientation — On-site check-in with villa walkthrough, local recommendations, and a curated welcome pack.
- Review Management — Every review responded to within 24 hours. Negative feedback investigated, addressed, and used to improve the property.
- Repeat Guest Programme — Previous guests receive direct booking offers at reduced OTA commission — better rates for them, higher net revenue for you.



Your stay, in one place

The MPS Guest Portal brings together stay information, villa guidance and access to guest services.

Property Wi-Fi details can be saved in OPS and shared as a QR at check-in or through the guest portal.

Our local team still welcomes guests and handles support.

Public guest demo
Fictional stay and prices



REVENUE FACTORS

What Drives Your Villa's Revenue

Every villa performs differently. Revenue depends on measurable factors—not luck .During onboarding, we assess each one and build a strategy around your property's specific strengths and positioning.

Location

Where your villa sits on the island directly affects demand, rates, and guest profile. Bophut, Chaweng, Maenam, and Lamai each attract different traveller segments at different price points.

Bedrooms & Capacity

A 2-bedroom villa serves couples and small families. A 5-bedroom estate targets group travel and events. Size determines your total addressable market and average booking value.

Condition & Design

Interior quality, furnishings, and overall presentation drive first impressions, conversion rates, and review scores. A well-styled villa earns more per night than one that photographs poorly.

View & Unique Selling Point

Sea views, private pools, rooftop spaces, and beachfront access command higher rates. A clear differentiator improves both conversion and repeat bookings.

Seasonality & Market Timing

Koh Samui has distinct high, shoulder, and low seasons. Rate strategy must adapt across the year — annual revenue matters more than any single month.

Platform Positioning & Reviews

Listing quality, response rates,guest ratings,and review volume determine where your villa ranks. Higher ranking means more visibility and more premium bookings.

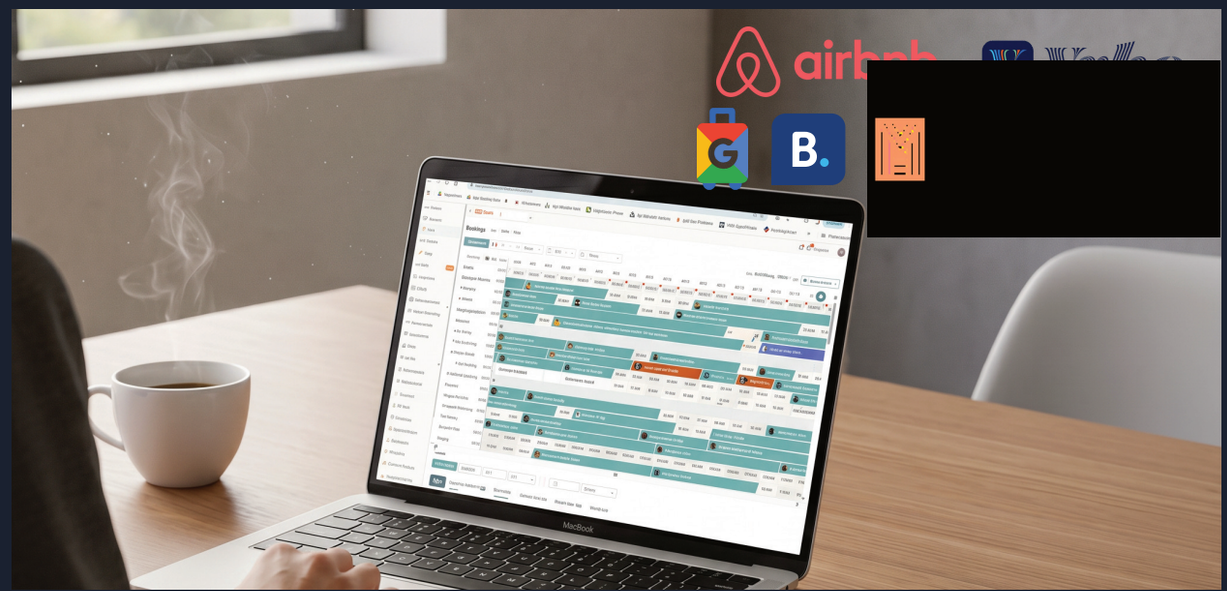
During onboarding, we assess each factor and present a personalised revenue projection based on comparable properties in our portfolio.

How We Price, List, and Fill Your Calendar

A well-managed villa can achieve stronger revenue through pricing strategy, listing quality and channel distribution.
The rental plan should be based on the specific property and realistic operating assumptions.

DISTRIBUTION CHANNELS Airbnb · Booking.com · Agoda · VRBO · Marriott Homes & Villas · Expedia · Google Homes · Direct

- Pricing Strategy - RatePilot is part of HostPilotPro, designed by Jordi and operational across Host, Manager and Ultimate. Your manager reviews the rate strategy.
- Listing Quality — Professional photography direction, SEO-optimised descriptions, strategic amenity tagging, and platform-specific formatting. Listings are reviewed and updated quarterly.
- Seasonal Planning — Advance rate calendars for peak, shoulder, and low seasons. Event-based pricing for Full Moon, Chinese New Year, Christmas, and Songkran.
- Channel Management — Synchronised availability across all platforms via Hostaway. No double bookings. Calendar gaps actively managed with targeted promotions.
- Direct Booking Development — Repeat guest cultivation and direct booking incentives to reduce OTA commission dependency over time.
- Monthly Revenue Reporting — Occupancy, ADR, RevPAR, channel performance, and year-over-year comparisons. You see exactly where your bookings come from and what each channel costs.



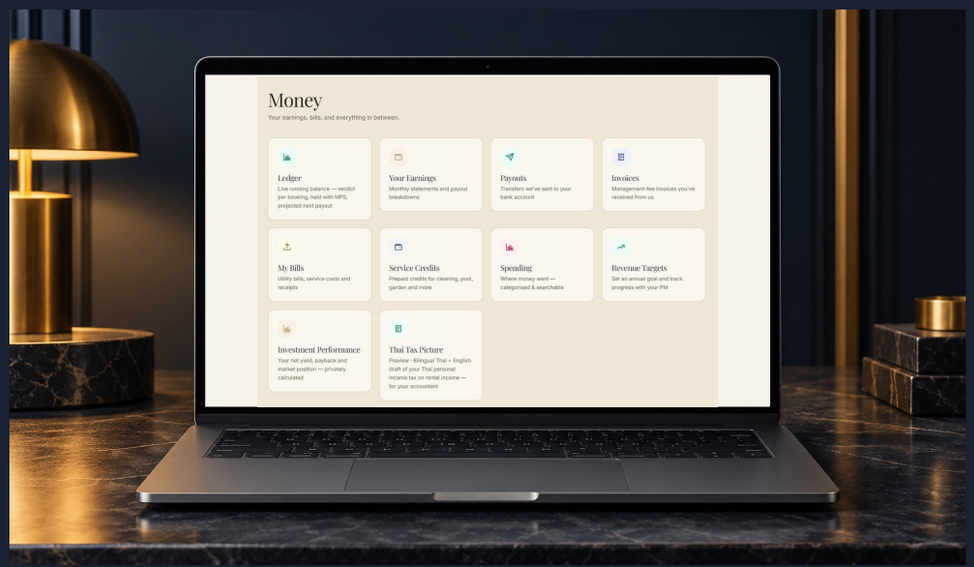
FINANCIAL TRANSPARENCY

Every Baht Documented. Every Receipt Yours.

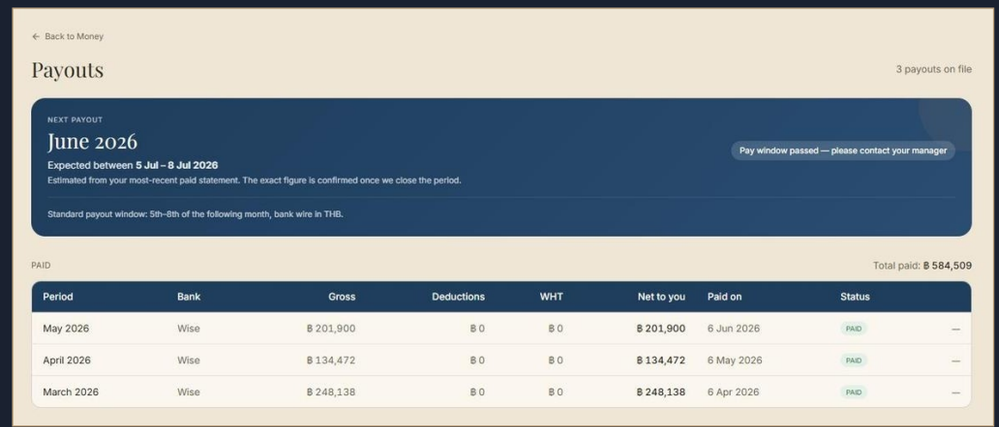
Your rental income is held in a segregated owner account—never mixed with our operating funds. Every transaction is documented, categorised and available for your review at any time.

- Monthly Statements — Income by channel, expenses by category, net income. Delivered by the 10th. Every line item backed by documentation.
- Segregated Accounts — Owner funds and MPS operating funds are held separately. Your money is your money. Period.
- MPS Owner Portal - booking-level earnings, expenses, statement downloads and payout calculations in one place.
- Tax-Ready Records — Financial documentation maintained in a format that simplifies Thai tax filing. We coordinate with your accountant directly.
- Monthly Payouts - processed from the 6th to the 10th.
  Bank arrival time depends on the transfer route and provider.
- Audit Trail — From a ฿200 cleaning supply to a ฿200,000 booking, every transaction has a receipt and approval record attached.

Your money overview



Every payout, with the calculation shown



Demo screens: 16 September 2026. Historic dates and figures shown; current payout processing is from the 6th to the 10th.

MPS. Built Around Your Villa.

Created by Jordi Ricardo Schulte, HostPilotPro connects owner reporting, guest portals and team workflows.
RatePilot is part of the suite; MPS Operations coordinates the work behind every stay.

OWNER REPORTING → HOSTPILOTPRO → GUESTS + TEAM

MPS Owner Portal

What you can review:
Bookings, earnings, payout calculations, statements and itemised expenses.
Maintenance evidence, meter records, documents and your agreement.

Behind the scenes:
Hostaway supports channel calendars and booking operations. Your MPS portal brings owner reporting and records together.

RatePilot

Operational within HostPilotPro:
RatePilot is Jordi-designed software for rate strategy and pricing management.

Included in all managed packages:
The Host, The Manager and The Ultimate.
Your manager reviews the pricing approach with you.

Listing optimisation supports presentation, positioning and performance reviews.

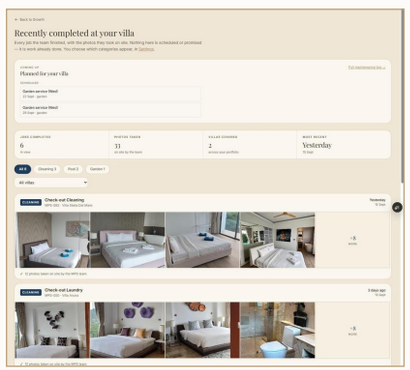
MPS Operations

Work behind every stay:
MPS Operations coordinates cleaning, inspections and maintenance with task records and completed-work photos.

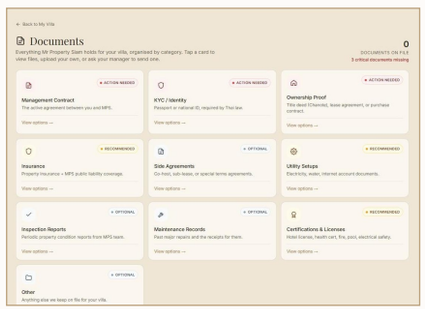
HostPilotPro brings the owner, guest and team views together. Hostaway supports bookings and channel calendars. Our local team follows through on the work.

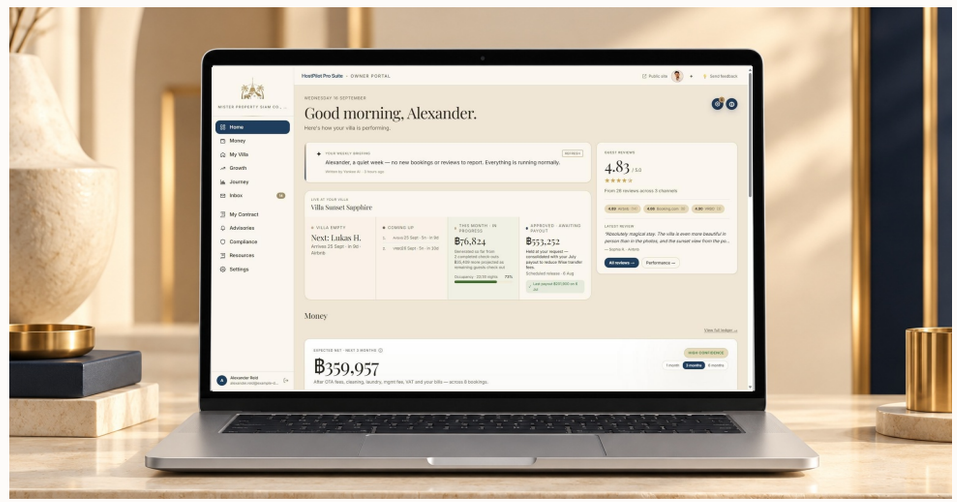
HostPilotPro: built by MPS, for owners and guests.
Owner access: owner.mrpropertysiam.com
Owner screens: demonstration account, September 2026.

Completed work, with photos



Documents and agreements





POSITIONING

Why MPS

Most owners have seen one of two models: a large agency that treats every property identically, or a solo operator who can't deliver consistency. We built a third model.

	Large Agency	Solo Operator	MPS
Financial Transparency	Low — aggregated statements, limited detail	Variable — often informal records	High — line-item reports, receipts, owner portal
Technology & Systems	High — but generic, one-size-fits-all	Low — manual processes, spreadsheets	High — tailored per property with owner access
Personal Contact	Low — call centres, rotating staff	High — but dependent on one person	High — named manager with team backup
Consistency	Medium — scale dilutes attention	Low — quality fluctuates with availability	High — systems enforce standards across 80+ villas
Pricing Strategy	Basic — seasonal templates applied broadly	Gut feel — limited market data	RatePilot pricing included in all managed packages
Owner Control	Low — limited input on decisions	High — but unstructured communication	High — structured input with approval thresholds
Scalability	High — but impersonal	Limited — one person cannot scale	Scalable — systems grow without losing personal touch

We're not the cheapest option — and we're not trying to be. We're built for owners who want verifiable results and clear accountability.

OWNER EXPERIENCE

What Changes for You

We don't just manage your property — we change how ownership feels. This is what our current owners describe as the real difference between managing them selves and working with MPS.

Before MPS

Self-managed or previous management

— Chasing cleaners and contractors between guest stays

— Unclear finances — unsure what you actually earned after costs

— Inconsistent bookings with long calendar gaps

— No reliable pricing strategy — guessing rates by season

— Managing guest complaints from overseas with limited visibility

— Reviews declining because small issues went unresolved

— Spending hours each week on coordination instead of ownership

— No clear performance data to evaluate your investment

After MPS

Managed by Mr Property Siam

—Turnover cleaning, inspections, and maintenance handled without your involvement

—Monthly financial statements with line-item detail and receipts attached

—RatePilot pricing included in Host, Manager and Ultimate

—Owner portal access to bookings, earnings, expenses and maintenance

—24/7 guest support with multilingual team — issues resolved same day

—Proactive review management improving scores and ranking over time

—Your time spent reviewing a monthly report — not managing operations

—Clear performance metrics: occupancy, ADR, RevPAR, channel breakdown

> The goal is not just better management — it's better ownership.
> Your property works harder. You don't have to.

MANAGEMENT PACKAGES

Three Levels. One Standard.

Choose The Host, The Manager or The Ultimate for managed operations. The Agent is a separate finder-fee-only option for owners who self-manage. Your agreement records the selected package, services and any separately quoted support contribution.

THEHOST

15%

Booking and guest support

+ Listing management and calendar sync
+ Seasonal rate management
+ Guest communication and 24/7 support
+ Monthly owner reporting
+ MPS Owner Portal access

RatePilot included with this package.

Monthly support: as agreed
Service fees: +7% Thai VAT

MOST POPULAR

THEMANAGER

20%

Property and vendor coordination

+ Everything in The Host
+ Housekeeping coordination
+ Maintenance management
+ Vendor oversight
+ Deeper owner reporting

Turnovers and recurring services are separate.
RatePilot included with this package.

Monthly support: as agreed
Service fees: +7% Thai VAT

THEULTIMATE

25%

Turnover bundle and dynamic pricing

+ Everything in The Manager
+ Turnover cleaning included
+ Between-stay linen and towel laundry
+ In-villa welcome pack included
+ RatePilot pricing included
+ Dedicated portfolio manager
+ Revenue consulting and custom reporting

Recurring services remain separately billed.

Monthly support: as agreed
Service fees: +7% Thai VAT

The Agent - 10% finder fee: we bring bookings; you manage the villa. No operational involvement.
Management commission: net booking-channel payout after channel fees, before operating costs.

FEE STRUCTURE

What Your Fee Covers — And What It Doesn't

Included by Your Selected Package

+ Listing creation & optimisation
+ Guest communication & 24/7 support
+ Booking management across all channels
+ Check-in / check-out coordination
+ Review monitoring & response
+ Monthly financial reporting
+ RatePilot pricing - Host / Manager / Ultimate
+ Channel synchronisation
+ Owner portal access
+ Turnover cleaning coordination - Manager / Ultimate
+ Emergency response

Passed Through at Cost (No Markup)

— Deep cleaning (beyond standard turnover)
— Linen replacement & consumables
— Pool & garden contractor fees
— Maintenance & repair materials
- Welcome pack (included with Ultimate turnovers)
— Professional photography
— Renovation / improvement projects
— Legal & accounting services

Commission is charged on net booking-channel payout after channel commissions and fees, before operating costs. Service fees are subject to 7% Thai VAT.
Ultimate includes reservation-linked turnover cleaning, between-stay laundry, and the welcome pack. Pool, garden, deep cleans, pest control and waste remain separate.
Any monthly support contribution, recurring services and owner-stay preparation charges are stated in your agreement. Separately requested work is scoped and quoted before approval.
Package changes follow the agreed process. Existing bookings retain their agreed terms. Payouts are processed from the 6th to the 10th each month; bank arrival times vary.

ADDITIONAL SERVICES

Beyond Day-to-Day Management

Beyond management, our Samui team can help plan improvements and coordinate trusted specialists.
Project scope, costs and any service fees are agreed before work is confirmed.

Real Estate Advisory

Acquisition guidance, rental yield analysis, resale support, and vetted introductions to agents and developers. Independent advice — we don't take sales commissions from developers.

Design & Renovation | PrepYourVilla

PrepYourVilla is our partner for renovations, furniture shopping and decoration, with planning linked to HostPilotPro.
Explore concepts, products and budgets before confirming a survey, project scope and quotation. Digital planning and integration continue to develop.

Legal & Compliance

TM30 guest registration support, general compliance with local regulations, ownership structure guidance (leasehold, company, usufruct), licensing guidance where relevant, tax advisory connections, and business registration support. Positioned as guidance and coordination — all handled through qualified, licensed professionals.

Listing Optimisation & Bid4Stay

Listing copy, photography, amenities and positioning support how your villa is presented.
Bid4Stay is in development/pilot: a bidding and booking initiative for participating properties. Campaigns, pricing and availability require review before activation. It is not yet a standard management-package inclusion.

Maintenance you can review

A record of the issue, the work completed and supporting photos helps you see what has been done.
The owner portal brings maintenance evidence and shared documents together for review.
A report records the work; charges and approval follow your agreement and the separate financial process.

PERFORMANCE

Portfolio Results — 2025

These are aggregate figures across our managed portfolio. Individual villa performance varies based on property type, location, condition, and package. We share these so you can evaluate our track record with real numbers. Our portfolio continues to grow through referrals from established real estate agencies and existing owner recommendations.

78%

(portfolio-wide, 2025)

4.83

AverageGuestRating

(across 900 reviews on all platforms)

92%

(year-over-year)

2.4×

(vs. pre-MPS management)

Revenue uplift is calculated by comparing owner-reported income in the 12 months before MPS management to income in the first full 12 months under MPS management, for properties with available comparison data. Not all properties have pre-MPS data. Results are not guaranteed for new properties.

PORTFOLIO COMPOSITION

2-3 Bedroom Villas

~45%

4-5 Bedroom Estates

~35%

6+ Bedroom Properties

~20%



CASE STUDIES

Three Properties. Verified Results.

The sea reproperties that came to us under performing. Results shown comparethe 12 months before MPS management to the first 12 months under our management. Property names and owner details available on request with owner consent.

3-Bed Pool Villa

Bophut · Built 2023

Occupancy	
Before: 38%	After: 79%
Monthly Revenue	
Before: ฿42K	After: ฿112K
Guest Rating	
Before: 3.8	After: 4.82

New listings on 5 platforms, professional photography, rate restructuring. Revenue stabilised after month 3.
— Verified owner reference available

4-Bed Estate

Maenam · Built 2019

Occupancy	
Before: 52%	After: 84%
Monthly Revenue	
Before: ฿95K	After: ฿228K
Guest Rating	
Before: 4.2	After: 4.91

Repositioned from mid-range to premium segment. Furnished bedroom upgrade in month 2 enabled higher rate.
— Verified owner reference available

2-Bed Boutique

Chaweng Noi · Built 2022

Occupancy	
Before: 29%	After: 73%
Monthly Revenue	
Before: ฿28K	After: ฿74K
Guest Rating	
Before: 4.0	After: 4.78

Previously self-managed by overseas owner. Added to 6 channels, pricing optimised, concierge added.
— Verified owner reference available

The First 12 Months: Building a High-Performing Villa Listing

A professionally prepared villa does not reach its full revenue potential on day one
Booking platforms reward proven listings — properties with reviews, conversion history, and consistent guest signals.
This is how performance typically develops..

PHASE 1

Launch Phase

Month 0 – 1

- Listinggoes live across all channels
- Professional presentation is in place, but platform visibility is still limited
- No review history — algorithms are testing conversion potential
- First bookings establish early traction and guest signals

PHASE 2

Acceleration Phase

Month 2 – 3

- Firstguest reviews begin building credibility and trust
- Ranking position starts improving on Airbnb and Booking.com
- Conversion rate strengthens with social proof
- Pricing strategy becomes more responsive to demand data

PHASE 3

Growth Phase

Month 4 – 9

- Strongerranking across platforms with consistent booking volume
- Established review base drives higher conversion rates
- Improved pricing power and occupancy / ADR balance
- Calendar fill becomes more predictable and efficient

PHASE 4

Peak Performance

Month 12+

- Fullreview foundation established across all platforms
- Stronger algorithm trust and sustained search visibility
- More efficient pricing with historical data depth
- Many villas reach their strongest performance in year two

> Short-term rental performance is not immediate — it compounds.
>
> The first 90 days build momentum. The first 12 months build the asset.

Individual timelines vary based on property type, location, condition, seasonality, pricing, and market positioning.

SEASONAL DEMAND

Understanding Seasonality on Koh Samui

Koh Samui has two distinct peak periods — not one. Owners who understand the full annual demand cycle make better pricing decisions, set realistic expectations and avoid reactive discounting during natural demand shifts.

PEAK DEMAND

Peak Season

15 Dec – 10 Jan

- Ultra-peak: maximum occupancy, highest nightly rates
- Driven by Christmas, New Year, global holiday travel
- Bookings made 3–6 months in advance
- Strongest revenue concentration of the year

HIGH DEMAND

High Season

11 Jan – 22 Mar

- Consistent European and long-stay demand
- High occupancy with stable premium pricing
- Advance bookings dominant (4–12 weeks)
- Reliable revenue — second-largest earning window

MODERATE DEMAND

Shoulder

23 Mar– 15 Apr

- Transitional period with solid demand
- Easter and Songkran create short spikes
- Slightly more price-sensitive than high season
- Booking window shortens to 2–4 weeks

MODERATE DEMAND

Low Spring

16 Apr – End Jun

- Good weather but more last-minute bookings
- Steady demand requiring dynamic pricing
- Shorter booking windows (1–2 weeks typical)
- Competitive rates maintain healthy occupancy

HIGH DEMAND

High Summer

July – August

- Second major peak: European school holidays
- Strong occupancy, especially family villas
- Bookings made 4–8 weeks in advance
- Often underestimated — a genuine high-demand period

MODERATE DEMAND

Shoulder

September

- Transitional month with softer demand
- Less predictable booking patterns
- Requires flexible pricing and yield management
- Revenue still meaningful with the right strategy

LOW DEMAND

Low Season

1 Oct – 14 Dec

- Only true low period — monsoon (Oct–Nov heaviest)
- Lower demand, shorter stays, higher price sensitivity
- Last-minute bookings dominate (days, not weeks)
- Best period for maintenance and renovations

Key insight for owners

Koh Samui has two peak periods: December-March and July-August. Evaluate performance over a full year. Seasonal rates apply across managed tiers; RatePilot is included in Host, Manager and Ultimate.

DIRECT BOOKING STRATEGY

Reducing OTA Dependency Over Time

Every booking through Airbnb or Booking.com costs 15 – 18% in combined commissions. Our long-term strategy shifts a growing share of bookings to direct channels — increasing your net revenue with out reducing occupancy.

YEAR 1+

Repeat Guest Programme

— Every satisfied guest receivesa direct booking offer for their next stay
— Better rate for the guest, higher net income for you
— Guest database built from day one across all properties
Personalised follow-up based on stay history and preferences

YEAR 1+

Direct Booking Website

—Properties listed on mrpropertysiam.com with direct booking capability
—SEO-optimised property pages driving organic traffic
—Lower commission structure than OTA platforms
—Stripe payment processing with reduced transaction costs

ONGOING

Guest Relationship Building

— Exceptional service creates guestswho want to return
—Concierge experiences build emotional connection to the property
—Review scores improve visibility — which also feeds direct interest
—Word-of-mouth referrals generate zero-commission bookings

YEAR 2+

Long-Term Revenue Impact

—Mature listingssee 15–25% of bookings from direct channels
—Each direct booking saves 15–18% in OTA commissions
— Net revenue per booking increases without raising guest rates
—Compounding effect: more direct guests return more often

> OTA platforms bring the first guests. Relationships bring them back.
> The most profitable booking is the one that doesn't cost a commission.

OWNER CONCERNS

Common Concerns — Answered Clearly

Switching management companies — or onboarding for the first time — raises real questions.
These are the ones we hear most. We'd rather address them now than have them surface later.

Can I approve pricing decisions?
Yes. We explain seasonal rate decisions and agree the strategy with you. RatePilot is part of HostPilotPro. Your owner portal supports performance reviews, with your manager available for questions.

What if performance is below expectations?
We conduct quarterly strategy reviews. If performance falls short, we adjust pricing, listing positioning, or marketing approach. You'll see the data and the action plan — not just reassurance.

Am I locked into a long contract?
Choose a 6 or 12-month term in your agreement. To stop renewal, give 45 days' written notice before the term expires. Early termination is handled separately under the agreement.

What if I want more control over my villa?
You have full visibility through your owner portal, a named account manager, and direct communication whenever you want it. Some owners check in weekly. Others review the monthly report and leave the rest to us. You choose your level of involvement.

How do I know my money is safe?
Owner funds are held in segregated accounts — never mixed with our operating funds. Every transaction is documented with receipts and available through your owner portal at any time.

What if I'm not happy with the service?
Talk to your manager so we can agree a resolution and action plan. Non-renewal requires 45 days' written notice before term expiry. Any early termination follows the separate agreement provisions.

OWNER FEEDBACK

What Current Owners Say

"The monthly reports alone were worth the switch. Line-item detail, receipts attached, revenue by channel. After two years of vague summaries from our previous manager, this was a revelation."

Michael J
3-Bed Villa, Bophut

"I live in Singapore and I used to dread the monthly call with our old management company. With MPS, I just open the portal. Everything's there. If I have a question, my account manager responds the same day."

Danny L
4-Bed Villa, Chaweng

"What sold me was the pricing page in their brochure. They explained the fee, what it covers, and what it doesn't. No other company on the island did that. Two years in and no surprises."

Waleed M
2-Bed Villa, Lamai

We're happy to connect prospective owners with current clients for a candid conversation. Ask us for a reference that matches your property type.

WHEN THINGS GO WRONG

Our Escalation Process

Guest damage: Documented immediately with photos. Insurance claim filed if applicable. You're notified within 24 hours with a cost estimate and recommended action. Maintenance failure: Emergency repairs under ฿5,000 handled immediately. You receive a written incident report within 24 hours. Larger issues: approval sought before work begins. Guest complaint: Investigated same day. Resolution offered to guest. Root cause documented and addressed. You see the full communication thread in your portal.

ONBOARDING

Your First 30 Days with MPS

From agreement signed to first guest booking, the process typically takes 3-4 weeks. Here's what happens, and when.

Days 1-3

Property Assessment

+ On-site visit and condition inspection
+ Photography assessment (existing vs. needed)
+ Competitive analysis of comparable villas
+ Rate strategy discussion with owner

Days 4-10

Setup & Preparation

+ Professional photography (if needed)
+ Listing copywriting for all platforms
+ Platform account registration
+ Channel and rate setup for your tier

Days 11-18

Systems Integration

+ HostPilotPro operations setup
+ Cleaning & vendor scheduling
+ MPS Owner Portal access provisioned
+ Pricing calendar loaded (3 months)

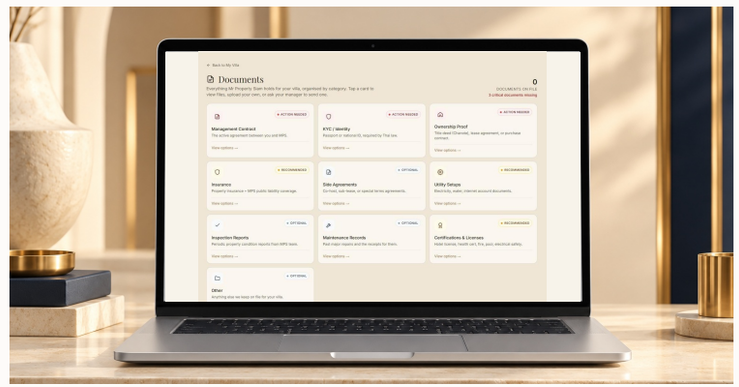
Days 19-28

Launch

+ Listings published across 7+ platforms
+ RatePilot activated for all managed tiers
+ First bookings often follow shortly after launch
+ Owner review of first monthly report

A guided digital start

Online onboarding brings property details, supporting documents and agreement signing into a guided process.
Your team coordinates the operational setup and owner portal access for the selected management package.
Preparation depends on the villa, documents and services required; launch timing is confirmed with your manager.



Owner portal demo: documents and agreements

GOOD TO KNOW

Common Questions

How long is the agreement?

Choose a 6 or 12-month term. Non-renewal requires 45 days' written notice before term expiry. Early termination follows your agreement.

When do I start receiving bookings"

Most properties begin receiving bookings shortly after launch.
However, performance builds over time as reviews, ranking, and booking history develop.
The first 90 days establish momentum — full performance typically follows over the first 12 months.

How do I receive my rental income?

Monthly payouts are processed from the 6th to the 10th, after agreed fees and expenses. View the calculation in your MPS Owner Portal.
Bank arrival time depends on the transfer provider.

Can I switch packages?

Packages are selected during onboarding and are designed to align with the operational structure of your property.
Upgrades to a higher package can be requested at any time, as they increase service scope and efficiency.
Downgrades are generally limited and may only be considered after an initial commitment period, as reducing service levels impacts operations, team allocation, and performance consistency.
Changes take effect from the next calendar month.
Existing bookings remain under the original terms, as pricing, service scope, and commission structure are agreed at the time of booking.

What happens when I want to use my villa?

Arrange owner stays through your manager, subject to existing bookings.
Notice requirements and any preparation charges follow your agreement.

What about maintenance costs?

Routine maintenance is handled at cost with no markup. Non-emergency repairs over ฿5,000 require your written approval before work begins. Every expense is documented with receipts in your monthly owner report.

Do you handle TM30 guest reporting?

TM30 reporting support follows your management package. Ask your manager about any separately scoped immigration or legal assistance.

What reporting do I receive?

Monthly statements show booking income, itemised expenses and the net owner balance. Your MPS Owner Portal also brings together bookings, payout calculations, maintenance evidence and documents.
Access: owner.mrpropertysiam.com

NEXT STEPS

How to Get Started

If this brochure describes the kind of management you're looking for, here's how we begin. There's no commitment until we both agree on terms.

01

Schedule a Conversation

Contact us via WhatsApp, email, or phone. We'll discuss your property, your goals, and whether we're the right fit. No obligation.

Typically takes: 1 call or meeting

02

Property Assessment

We visit your villa, review its condition, assess its market position, and prepare a personalised management proposal with projected revenue.

Typically takes: 3-5 days

03

Agreement & Onboarding

Choose your package, sign the agreement, and we begin the 4-week onboarding process described on the previous page.

Typically takes: 3-4 weeks to first booking

Reach us:

www.mrpropertysiam.com

info@mrpropertysiam.com

+66 81 515 4578

MrPropertySiam

FINAL WORD

A Note to Owners Considering a Change

If you're reading this, you're likely evaluating whether to change how your villa is managed — or whether to enter the rental market for the first time. Either decision deserves more than a sales pitch.

We built Mr Property Siam because we saw the same problems repeating across the island: vague financial reporting, inconsistent guest service, no real pricing strategy, and owners who had no idea whether their property was performing well or not.
We don't claim to be the only competent management company on Koh Samui. But we do believe we're the most transparent. Every baht documented, every decision explained, every result verifiable through your own portal access.
Our portfolio has grown primarily through owner referrals and real estate agency recommendations — not advertising. That's the only growth model we trust. If your villa is currently underperforming — or not yet on the market — the sooner structured management begins, the sooner performance starts to compound.
The first year builds the foundation. The second year builds on it.

We take full ownership of the work — so you don't have to. But you'll always have the visibility and the voice to steer things your way.

Jordi Ricardo Schulte
Founder & CEO, Mr Property Siam

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TYPICALLY: 3–4 WEEKS TO FIRST BOOKING

SCAN TO VISIT

mrpropertysiam.com

REACH US

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Your villa deserves management you can verify.

MR PROPERTY SIAM

Your Key to Thai Tranquility

80+	4.8	92%
Villas Managed	Avg Guest Rating	Owner Retention

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