

# COMPARATIVE TABLE

|  | Plaisirs & Maisons<br>de Provence | Concierge without<br>Professional Card | Platforms<br>Airbnb · Booking ·<br>Vrbo |
|--|-----------------------------------|--|---|
| <b>MARKETING</b>   |                                   |  |   |
| Global advice & strategy upstream                          | ✓                                 | Limité                                 | ✗                                       |
| Creation of professional visuals (photos, video, drone)    | ✓                                 | Variable                               | ✗                                       |
| Drafting and optimization of the listing                   | ✓                                 | Basique                                | Variable                                |
| Promotion of the listing on social media                   | ✓                                 | ✗                                      | ✗                                       |
| Promotion of the listing on the agency's dedicated website | ✓                                 | ✗                                      | ✓                                       |
| Multi-platform distribution                                | ✓                                 | ✓                                      | ✗                                       |
| E-reputation with high quality ratings                     | ✓                                 | Limité                                 | ✓                                       |
| Distribution via foreign travel agencies                   | ✓                                 | ✗                                      | ✗                                       |
| Client database managed via targeted marketing actions     | ✓                                 | ✗                                      | ✓                                       |
| Direct bookings  | ✓                                 | ✗                                      | ✓                                       |

# COMPARATIVE TABLE

|  | Plaisirs & Maisons<br>de Provence | Concierge without<br>Professional Card | Platforms<br>Airbnb · Booking ·<br>Vrbo |
|--|-----------------------------------|--|---|
| <b>STRATEGY &amp;<br/>PERFORMANCE</b>          |                                   |  |   |
| Calendar synchronisation<br>(anti-overbooking) | ✓                                 | Limité                                 | ✗                                       |
| Pricing optimization<br>(Revenue Management)   | ✓                                 | Limité                                 | ✗                                       |
| <b>EXPERTISE, FRAMEWORK<br/>&amp; SECURITY</b> |                                   |  |   |
| Guest screening                                | ✓                                 | ✗                                      | ✗                                       |
| Management of deposits &<br>claims             | ✓                                 | ✗                                      | Limité                                  |
| Financial guarantee for<br>owners              | ✓                                 | ✗                                      | ✗                                       |
| Management of tourist tax                      | ✓                                 | Variable                               | Variable                                |
| Dedicated owner interface                      | ✓                                 | ✗                                      | Limité                                  |
| Tax & regulatory support                       | ✓                                 | ✗                                      | ✗                                       |
| Guaranteed rent in case of<br>cancellation     | ✓                                 | ✗                                      | ✗                                       |

# COMPARATIVE TABLE

|   | <b>Plaisirs &amp; Maisons<br/>de Provence</b> | <b>Concierge without<br/>Professional Card</b> | <b>Platforms<br/>Airbnb · Booking ·<br/>Vrbo</b> |
|---|---|--|--|
| Exemption from housing tax<br>(Taxe d'habitation)                         | <input checked="" type="checkbox"/>           | ✗  | ✗  |
| Long-term vision & property<br>value enhancement                          | <input checked="" type="checkbox"/>           | Limité   | ✗  |
| <b>CONCIERGE &amp;<br/>OPERATIONAL<br/>MANAGEMENT</b>                     |   |  |  |
| Management of guest<br>requests 7/7 by our<br>dedicated local team        | <input checked="" type="checkbox"/>           | Variable                                       | Variable   |
| Property maintenance and<br>monitoring (cleaning, linen,<br>garden, pool) | <input checked="" type="checkbox"/>           | <input checked="" type="checkbox"/>            | ✗  |
| Digitalized inventory<br>(check-in/out) with photos<br>and videos         | <input checked="" type="checkbox"/>           | ✗  | ✗  |