

SHORT TERM RENTAL DISTRIBUTION

White Label versus HORIZON Label

A - TOTAL FLEXIBILITY vs. SCALE SAVINGS

- **With the White Label approach**, you are in control of setting all the important variables in the distribution of your unit: price per night, availability, etc. This gives you a total control.
- **Under the HORIZON label**, these variables are driven by HORIZON Properties and standardised to enable efficient distribution. Your unit enters the established distribution channels and benefits of it instantly - plug and play - with expected performance optimisation in terms of revenue, expenses and costs of operating

B - MORE STANDARDISATION, MORE CONTROL OF THE SERVICE

- **The standardisation of services required by the HORIZON label implies at all levels a complete supervision of your unit:** its maintenance, its equipment, your tenants and their day-to-day management in order to offer a constant and coherent level of service.
- **Under the White Label model, less standard and therefore a level of service that the owner can choose** and operate according to his time, his involvement, and his budget. He can thus operate his own operation: maintenance, rental management, housekeeping and cleaning, or delegate it to HORIZON Properties or to any other intermediary of his choice.

HORIZON

PROPERTIES

C - HORIZON BRAND AWARENESS FOR DISTRIBUTION

- **Under the White Label model, the listing of your unit is done "under its name",** like the listing of a private individual, without HORIZON being mentioned.
- **The HORIZON label logically implies that your unit integrates all the HORIZON distribution channels:** its website, its online platforms, its network of agents. The reputational management of your unit is also controlled and ensured by HORIZON. Our interests are directly linked.

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