



Monty Holiday Home

WHITE-LABEL SHORT-TERM RENTAL OPERATIONS

Build the business. We run the operations.

A plug-in operating partner, real estate companies and property managers to launch or scale a holiday-home division — without building the operating infrastructure from scratch.

Developer & Real Estate Partnership Profile | Dubai



Why lose the customer after handover?

You already own the buyer relationship, the investor pipeline and the trust built during the sale. Instead of sending clients outside your ecosystem after handover, offer a branded short-term rental service and keep the relationship going — with Monty as the operating engine behind it.

What this creates for your business

- ✓ A post-handover service for investors and purchasers
- ✓ A stronger, longer customer relationship
- ✓ An additional recurring commercial opportunity
- ✓ A consistent operating standard under your brand
- ✓ Specialist holiday-home operations — no team to build



White-label note: A true white-label model requires the partner to hold its own holiday-home trade licence. The model applies to eligible residential units; hotel apartments are not part of the holiday-home permitting model.



One complete operating layer

From property onboarding to owner reporting — adaptable to your brand, portfolio and customer journey.



Revenue & Distribution

Pricing strategy, channel distribution, listing optimisation and performance monitoring to protect revenue and asset performance.



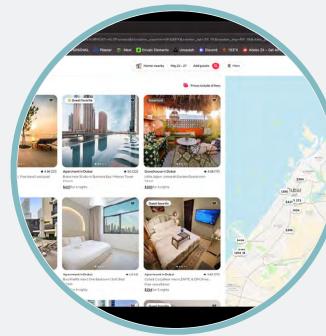
Guest & Reservation Operations

Booking management, guest communication, check-in support, issue resolution and day-to-day reservation control.



Property Operations & Quality

Readiness, inspections, housekeeping, preventive maintenance, vendor management and quality-control workflows.



Owner Reporting, Systems & Oversight

Owner communication, PMS workflows, task management, escalation controls and portfolio-level supervision.



Choose how much you keep front and centre

The structure depends on how much of the customer relationship and brand visibility you want to retain.



WHITE-LABEL

Your client. Your brand.

You hold the holiday-home trade licence and stay client-facing. Monty runs quietly in the background as your holiday-home engine.



CO-BRANDED

Shared credibility.

Both brands are visible. Client ownership, commercial structure, licensing and operating responsibilities are agreed before launch.



DIRECT MANAGEMENT

Monty takes the lead.

Best when you prefer to introduce eligible owners and let Monty manage the owner relationship and operation directly.

Eligible residential units only. Hotel apartments are not part of the holiday-home permitting model.



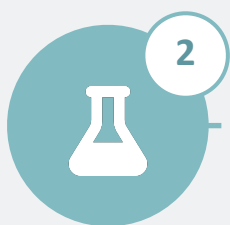
Pilot first. Prove it. Then scale.

We start with a controlled pilot, prove the operating model in practice, then scale in structured batches — without rebuilding the team, technology or processes each time.



Define the model

Agree brand visibility, licensing, commercial terms, responsibilities, reporting and decision rights.



Start with a pilot

Launch a controlled first batch of eligible units and test the owner journey and service standards.



Operate & measure

Run the portfolio with clear reporting, quality controls, escalation paths and performance visibility.



Scale in batches

Expand once the operating rhythm is proven — no rebuild of team, tech or process each round.



Built like an operator, not a call centre



Senior oversight

Direct accountability and senior-level visibility — not a purely call-centre model.



Revenue discipline

Pricing and distribution managed as an asset-performance function, not just calendar filling.



Quality governance

Inspections, preventive maintenance and operational controls that protect the property and guest experience.



Scalable systems

PMS workflows, task controls and repeatable processes that support growth in structured batches.



PROVEN RESULTS IN DUBAI

Real returns, real impact

+18%

Projected STR demand growth, 2025

18.7M

Annual tourists to Dubai

4.56★

Average guest rating with Monty

15–25%

Higher returns for landlords



Studio • Binghatti Nova, JVC

LONG-TERM RENT

AED 80,000

per year

SHORT-TERM WITH MONTY

AED 96,000+

per year



2-Bedroom • Downtown Dubai, Blvd Heights

LONG-TERM RENT

AED 210,000

per year

SHORT-TERM WITH MONTY

AED 241,500

per year



Where a trusted relationship already exists

The strongest fit: you already own the customer relationship, investor pipeline or portfolio — but don't want to build the operating engine internally.



Developers

Offer purchasers and investors a branded short-term rental solution for eligible units after handover.



Real Estate & Brokerages

Add a recurring post-sale service for investor clients instead of losing them after the transaction.



Property Management

Extend from long-term management into short-term rentals — no separate operating department.



Overseas Sales Networks

Give international buyers a trusted local operator in Dubai, so you keep supporting them after the sale.



Portfolio Owners & Groups

Run one consistent operating model across multiple eligible units, owners or buildings.



Let's design the model.

We'll structure a pilot around your brand, licensing setup, eligible units, owner journey and commercial objectives — then scale once the model is proven.

White-label | Co-branded | Direct management

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