



One Reserve

# THE OWNER HANDBOOK

A concise guide to how One Reserve elevates, protects, and enhances the long-term value of your villa through thoughtful stewardship and uncompromising standards.



# INTRODUCTION

## Setting a New Standard in Luxury Villa Hospitality

The luxury villa market is growing fast, yet two core issues remain:

### **For guests:**

Experiences are inconsistent. Service, standards, and comfort vary wildly between properties, even at the top end.

### **For owners:**

Exceptional villas are often left to fragmented independent management or absorbed into high-volume operators where personalised care - and long-term asset value - are compromised.

### **One Reserve solves both.**

We are building the world's first unified luxury villa brand - a curated collection of independently owned properties elevated by a single, uncompromising high standard of service, comfort, and design.

We deliver the consistency of a world-class hospitality brand while preserving the individuality and soul of each villa. Every property receives focused attention, refined service standards, and the brand alignment needed to reach its full potential - elevating guest experience and strengthening long-term financial performance.







# OWNER BENEFITS

Joining One Reserve provides significant advantages that neither independent ownership nor volume-based property managers can match, including enhanced visibility, stronger guest trust through brand association, and the efficiencies that come from being part of an integrated, expertly managed, low-volume portfolio.

- **Premium Rates Through Brand Power**

Branded luxury units can command up to 15–25% higher rates than unbranded competitors. A recognized brand eliminates uncertainty and increases conversion.

- **Stronger Global Distribution**

Centralized marketing and channel management unlock demand that independent owners often cannot reach.

- **Higher-Quality Guest Profile**

Our brand naturally attracts the right kind of guests – respectful families, executives, and UHNW travellers seeking elevated villa experiences - leading to better behaviour, higher spending, and stronger property care.

- **Operational Discipline Protects Property Value**

Professional maintenance, housekeeping protocols, and brand-level quality control preserve your villa's integrity and long-term resale value.

- **Consistency Creates Loyalty**

Guests know what to expect across all One Reserve properties - leading to repeat bookings, stronger reviews, and higher yield.







# OUR PHILOSOPHY

Exceptional properties deserve exceptional stewardship. Our approach is built around intentional selectivity, personalised service, and a commitment to preserving the individuality and long-term value of every property we manage.

## Stewardship Over Scale

One Reserve is intentionally **low-volume and highly selective**.

We manage only a small number of properties in each destination, chosen for their design integrity and alignment with our standards. This ensures that every property we manage receives the focused attention and level of care that many **high-volume operators simply cannot provide**.

In high-volume portfolios, your property becomes **one among hundreds**, managed with broad systems built for scale, not distinction. This limits the **attention, strategy, and care** required to maximise a truly high-end property.

Our boutique model ensures **precision, customisation, and hands-on stewardship** for every property we manage.







# PARTNERSHIP

## Owner Services & Partnership Overview

One Reserve is both a **luxury hospitality brand** and a **property management company**, offering a completely new approach. We elevate your independent property into a unified, premium, guest-facing brand with consistent standards and service.

### Brand, Positioning & Global Presence

- Integration into the One Reserve luxury villa brand
- Professional photography, storytelling & visual identity alignment
- Inclusion on the One Reserve website & global distribution channels
- Brand standards applied to ensure design integrity and guest expectations
- Premium positioning to drive higher ADR and conversion

### Revenue, Pricing & Performance Management

- Dynamic pricing and revenue management tailored to each property
- Daily rate optimisation across all channels
- Competitor, market, and demand analysis
- Transparent monthly financial reporting
- Performance insights and recommendations to maximise yield

### Operational Management & On-Site Delivery

- Dedicated Account Manager assigned to your property
- Weekly property inspections with photo updates
- Housekeeping scheduling, training, and quality control
- Guest-ready preparation, staging, and presentation
- Coordination of repairs, improvements, and ongoing upkeep
- Vendor and staff management, including payments and oversight

### Maintenance & Asset Protection

- Proactive maintenance planning and issue prevention
- Routine AC, plumbing, electrical, and pool checks
- Management of contractors and maintenance teams
- Cost transparency with receipt-backed expenses
- Long-term asset preservation to protect property value

### Guest Experience, Concierge & Cluster Services

- Personalised pre-arrival planning and itinerary support
- Curated dining, wellness, and activity partnerships
- Consistent guest service standards across all villas within the network
- Complimentary shuttle transport within cluster areas
- Access to exclusive neighbourhood-wide experiences and partner venues
- Streamlined logistics for all guest services and villa support
- Review management and reputation optimisation

### Owner Transparency & Communication

- Monthly financial statements
- Weekly inspection & maintenance updates
- Receipt-backed expense tracking
- Direct WhatsApp communication with your dedicated manager
- Clear, timely responses to all owner requests





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