

# EMERALD STAY

IT'S CALLED SMART OWNERSHIP™

COURCHEVEL



# THE NEXT-GENERATION MANAGER OF PREMIUM HOME-HOTELS

SOULFUL DESTINATIONS  
SEAMLESS TECHNOLOGY  
A DELICATE HUMAN TOUCH

# ENTRUST US THE EXCLUSIVE MANAGEMENT OF YOUR PROPERTY



Emerald Stay's true value lies in the combined experience of its leaders in the technology, hospitality and real estate sectors.

We bring all our expertise to the task of providing a highly digital, hassle-free solution for the monetisation of premium homes in lifestyle destinations.

We call it Smart Ownership™, a simple idea fulfilled through an avant-garde execution that requires no effort from your side, other than enjoying your home when you want to, and earning yield while you are not there. We take care of everything else. Everything.

# A PROVEN EXPERTISE

**+ €2 BILLION**

ASSETS UNDER MANAGEMENT

## PRESS FEATURES

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## CERTIFICATIONS & AWARDS

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EUROPE 2025



HappyIndex® AtWork

EUROPE 2025



WeImpactIndex®

FRANCE 2023  
SPAIN 2023



## OUR OWNERS LOVE US,



Very professional and efficient service, communication with their teams locally or remotely is easy.

**Corinne G.**  
France

Emerald Stay is the best management company! They think of every single detail. More than 5 stars!

**Zeynep T.**  
Switzerland

Very happy to be working with Emerald Stay. The team are extremely professional and use digitalisation to the full to provide an all round excellent on-boarding owner experience.

**Karolina G.**  
The UK

We are very satisfied with them. High-end quality, excellent local service and clear communication.

**Wouter K.**  
The Netherlands

## AND SO DO OUR GUESTS

★ 9,5/10 average

From more than 5000 verified reviews



Superhost 6 years  
in a row

**Booking.com**

Traveller Review  
Awards

## A GLOBAL PRESENCE,

Benefit from our global reach: robust distribution networks, economies of scale, top international talents, and continuous innovation.

Most importantly, our strength lies in our ability to respond to the needs of an increasingly demanding clientele whose expectations of quality, technology, and sustainability are revolutionising the travel sector.

## WITH LOCAL ROOTS



In our business, local presence is essential. Our Emerald Stay teams on-the-ground ensure a rapid response to any guest or home-related incidents and the smooth running of stays.

Our local rooting allows us to ensure every detail of a property's maintenance is monitored and taken care of.



## COURCHEVEL, PIONEERING SOUL

Courchevel and its charming villages reveal themselves along winding roads, set between enchanting forests and majestic mountain vistas. Five interconnected villages—linked by ski lifts and complimentary shuttles—form a truly unique ski-in, ski-out resort offering a multitude of unforgettable experiences.

A culture of excellence and meticulous attention to detail resonates throughout Courchevel, serving as the area's enduring hallmark.

Our local presence is composed of on-the-ground teams and partners, including a destination manager, cleaning staff and maintenance personnel.



**Fabien Rialhe**  
Destination Manager



# 7 REASONS FOR PARTNERING WITH US



# 01

## A TRULY TURNKEY SOLUTION

Multichannel booking options, tailored customer service, digital concierge, top-of-the-line hotel services, premium guest experiences, on-site maintenance, and more.

Our core business is renting and managing your property.

Unlike other players, we do not have any side activities (transactions or promotions). This allows us to give your property our full attention.



## 02

### NET RENT, NO HIDDEN COSTS

A 100% contract renewal rate is no coincidence.

The rent we pay you is net, with no hidden costs or re-invoicing of charges. Indeed, our commission covers absolutely all expenses related to distributing and operating your property, including day-to-day maintenance.

Additionally, you can track the income generated by your property in real-time through our web app.

# 03

## MARKETING & DISTRIBUTION



Your property deserves more than a listing. It deserves a spotlight. At Emerald Stay, we combine creativity, strategy, and expertise to ensure your home reaches the right audience in the right way.

- Experts in digital strategy: From search engine optimisation to digital marketing campaigns, we are digital marketing & distribution specialists, maximising visibility and driving bookings.
- Revenue Management & Technology specialists: Our team is constantly innovating to stay ahead of trends with multi-channel distribution, instant booking, dynamic pricing, and more.
- In-house excellence: Our dedicated content team captures the essence of your property through carefully curated photography, copywriting, and branding materials designed to inspire.
- Strategic press relations: Partnering with a leading PR agency, we secure premium media coverage in influential outlets, placing our brand in front of discerning travellers worldwide.

For our owners, this translates into over 30% more net revenue on average, the natural result of a partnership built on expertise, precision, and trust.



# 04

## PEACE OF MIND

Although our focus as your exclusive home manager is on maximising your profits, our main value to you is our promise of security and reliability.

The tools developed by our tech team, combined with our on-the-ground presence, have ensured over 10,000 incident-free stays.

In addition, every stay is protected by a multi-risk reconstruction policy that safely insures your premium property.

Here's how we proactively protect your property:

- Verification of guests' identities via pre-arrival online registration
- High-security access and inventory audit after every stay.
- Automated deposit collection.
- Multirisk insurance for building and furniture.



# 05

## ENJOY YOUR PROPERTY AT WILL

Monetising your second home does not mean you are restricted from using it, quite the contrary!

You can continue to enjoy your property whenever you want to. Simply open your web app, check the availability, and block the dates that interest you. We will take care of the rest.

Owners can also enjoy a range of additional services offered to guests, including massage bookings, ski lessons, equipment rental arrangements, and private airport transfers. All designed to enhance your stay.

# 06

## FORGET ABOUT MAINTENANCE



Plumbers, electricians, carpenters.  
We help handle it.

In our field, the hidden tasks are the most important ones. A broken hot water tank or a leak that needs fixing can turn into a nightmare without immediate attention.

Our local teams are available 7 days a week for emergency intervention. You have an on-site partner you can trust, helping you keep your property in good condition.

We also utilise technology to implement preventive maintenance plans, ensuring your property is well-maintained year-round.

# 07

## PERFORMANCE FUELED BY TECHNOLOGY

At Emerald Stay, we utilise technology to enable us to devote more time to the human aspects of our business.

Optimisation and automation allow our teams to focus on high-value tasks.

From our dedicated owner web app and direct booking engine to our use of an advanced CRM management tool and AI-powered automation, every tool we adopt serves a clear purpose – to enhance efficiency behind the scenes, so our people can be fully present where it counts.

It's how we ensure each interaction feels personal, and each stay feels unforgettable.







# EXPERTS IN VAT REFUND

In certain countries, the tax code provides for the possibility of recovering VAT on the acquisition or renovation of a property intended for furnished rental.

The law specifies strict conditions to be respected, in particular the conditions of para-hotelier operation and the supervision of personal use by the owner.

In order to guarantee full compliance with tax rules, in a context of increased controls by the authorities, we have had our contracts and operating processes audited and certified by the VAT specialist firm CMS.

In addition, we can assist you in your tax and accounting procedures as part of the acquisition.



## A LOVE FOR ALL SEASONS

100% high season tourism is over. For several years now, we have developed all season activities to ensure the occupancy of your property throughout the year.



# A NEXT-GENERATION CONCIERGE SERVICE

HUMAN FOCUS UPHELD BY TECHNOLOGY



Our approach combines an Emerald Stay® web app at each property, along with travel assistants available 7 days a week.

Well-being, sports adrenaline, meal delivery, private chef, airport transfer, babysitting ... the possibilities are endless for a 100% à la carte stay.

# ETERNITI



A COLLECTION OF TRAVEL BRANDS

Emerald Stay is the founding brand of Eterniti Group, the leading operator of premium vacation rentals in iconic holiday destinations.

Led by a passion for excellence, authentic adventures, exceptional places, and outstanding hospitality.

## EMERALD STAY

Where it all began - our four-star brand exclusively manages 750 holiday rentals from the mountains to the sea, paired with hotel-style services and tech-enabled operations.



## BO HOUSE

Born in Saint-Tropez, the group's five-star and palace brand showcases 250 service-augmented high-end villas and chalets in destinations you dream about.



## VERBIER EXCLUSIVE






















Unique touch mountain holidays. We bring the fine details to 30 exceptional chalets in the iconic resort, Verbier. Our refined team offers a catered experience you will never forget.



# DREAM DESTINATIONS





## FRENCH ALPS

- ALPE D'HUEZ 
- PORTES DU SOLEIL 
- Chatel
- Les Gets
- Morzine
- 3 VALLEES 
- Courchevel  
- Saint-Martin-de-Belleville
- Meribel
- PARADISKI 
- Champagny-en-Vanoise
- La Plagne\* 
- Les Arcs\* 
- Peisey-Vallandry\* 
- MASSIF DES ARAVIS 
- La Clusaz\* 
- CHAMONIX 
- LES 2 ALPES 
- PAYS DU MONT BLANC 
- Combloux
- Megève
- Saint-Gervais
- GRAND MASSIF 
- Les Carroz d'Araches
- Flaine\* 
- Samoens\* 
- ESPACE DIAMANT 
- Praz-sur-arly
- Les Saisies\* 
- VAL D'ISERE - TIGNES 
- Val d'Isere
- Tignes\* 




## FRENCH RIVIERA

- SAINT-TROPEZ BAY 
- Saint-Tropez
- Ramatuelle
- Gassin
- Grimaud
- Croix-Valmer
- CANNES

## PYRENEES

- BAQUEIRA 
- ANDORRA 

## SPANISH COAST

- COSTA BRAVA 
- BALEARIC ISLANDS 
- Mallorca
- Ibiza\* 

## CARIBBEAN

- SAINT-BARTHÉLEMY 


## MOROCCO




- MARRAKECH 

## SWISS ALPS

- VERBIER  
- CRANS MONTANA\* 

## USA

- AUSTIN, TEXAS 
- MIAMI, FLORIDA\* 

-  Emerald Stay
-  Verbiér Exclusive
-  Bo-House

\*Coming-soon destinations

# SIMPLE PRICING

YOU EARN 65% OF NET HOSPITALITY  
REVENUE GENERATED ON YOUR PROPERTY.  
PAID EVERY QUARTER IN ARREARS

## Our services include:

50 % of the professional photoshoot fee, copywriting, website listing.

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50% inventory assessment fee.

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Full integration into all Emerald Stay systems.

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Online and offline distribution on +25 channels.

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Linen rental and professional cleaning of spaces.

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Hospitality expenses: welcome products, arrival pack, concierge.

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Our local team conducts thorough pre-arrival and post-departure audits to ensure the good care of your property.

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Guest relationship management 7 days / week, including check-in and check-out.

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Verification of guests' identities via pre-arrival online registration.

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Routine maintenance and minor repairs, including emergency interventions.

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Admin and legal procedures (Town Hall declaration, tourist taxes, etc.).

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Multi-risk insurance up to 1'000'000 Euros per stay.

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Coordination of your own personal stays.

## At your expense:

Civil liability insurance and non occupying landlord insurance.

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Utilities.

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Property and housing taxes, audiovisual license, local taxes.

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Major repairs and structural maintenance.

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Onboarding fee (smart lock, 50% photoshoot fee & inventory assessment fee, branded amenities.)

WE CHOSE, SO OUR CHILDREN WON'T HAVE TO

# CARBON NEUTRALITY

**1** WE SCRUTINISE  
THE FOOTPRINT  
OF OUR ACTIVITIES  
without compromising our development

**2** WE REDUCE  
OUR EMISSIONS  
through our choice of products, our  
suppliers and our daily decisions

**3** WE MAKE A CARBON  
CONTRIBUTION  
supporting Sadhana Forest since 2019



IT'S CALLED

SMART OWNERSHIP™



## CONTACT

emeraldstay.com  
owners@emeraldstay.com  
+33 1 89 71 36 86

Get a rental estimate



### COURCHEVEL

213 Rue de la Croisette  
Courchevel 1800, 73120,  
France

### MÉRIBEL

Route du Centre  
73550, Méribel  
France

### VERBIER

Chemin de la Barmete 18  
Verbier 1936,  
Bagnes Switzerland

### GENEVA

Rue Fendt 1  
1201 Geneva  
Switzerland

### BARCELONA

Carrer Ramon Turró 169A  
08005 Barcelona  
Spain

### PARIS

10 Rue de Penthièvre  
75008 Paris  
France

