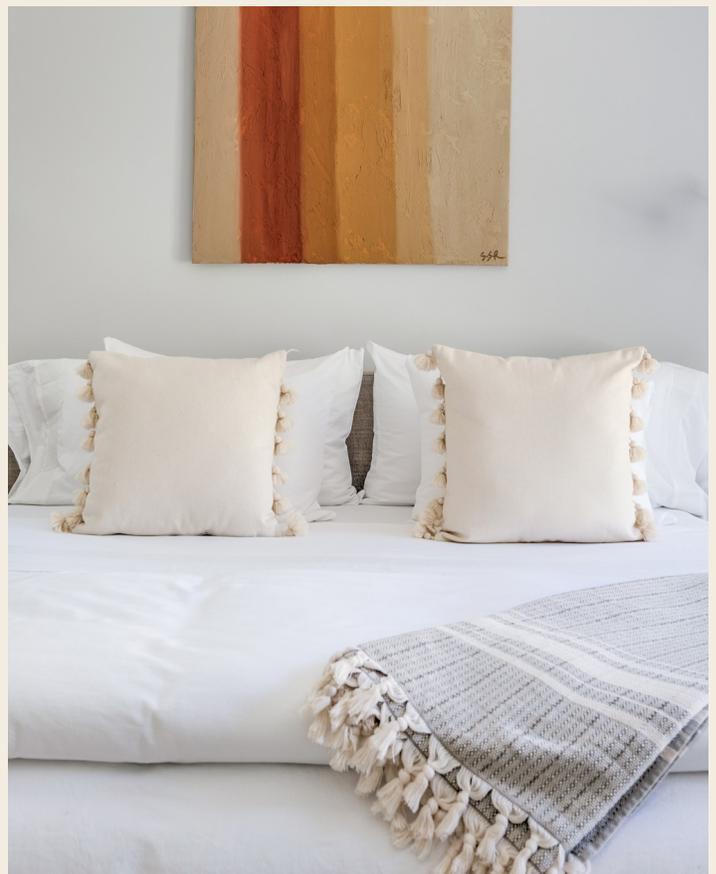




StayMarquis'  
"Refresh to Rent" Program  
*Case Study by The Setting*

## ABOUT THE "REFRESH TO RENT" PROGRAM

In an effort to enhance the marketability and subsequent demand for each home on the StayMarquis platform, we have developed an innovative program that combines the efforts of top design, development and procurement teams to beautify each home in the most efficient and cost-effective way.





## CREATING VALUE IN UNIQUE WAYS

StayMarquis is proud to attract a discerning and elite level of consumer. As such, access to our clientele is an attractive prospect for many luxury brands. Conversely, our travelers expect and respond positively to the integration of these luxury goods within their vacation home.

By partnering with high end brands, we are able to access linens, furniture, electronics and other home goods at a steep discount as these companies are eager to place their products in front of our consumers.

With StayMarquis' Refresh to Rent program, we are not just redecorating your home, we are creating a branding experience.

## CREATING AN IN-HOME SHOPPING EXPERIENCE

Through StayMarquis' partnership with Minoan, we have created a digitally-assisted shopping experience that provides guests the opportunity to purchase products found within the vacation home directly from their smart phone or in some instances, a complimentary iPad.

While in the comfort of their 'home away from home', at a time when they have a high propensity to spend, guests will meaningfully interact with our brand partners' products -- an experience that is highly sought after by luxury brands.

Your vacation home represents a phenomenal opportunity for brands to reach this discerning clientele, and you benefit through significant cost savings to outfit your home with top tier products.

[Visit The Amagansett Allure Experience Here](#)





## CATEGORIES

### SOFT GOODS

- Bedding
- Down / Down Alternative Inserts
- Towels
- Pool / Beach Towels
- Bath Mats
- Shower Curtains
- Bed Protector
- Pillows
- Robes, Slippers, Flip Flops

### AMENITIES

- Bicycles
- Lawn Games (Customizable)
- Scooters
- Pool Floats
- Exercise Equipment
- Yoga Mats / Blocks / Straps
- Ping Pong
- SUP / Kayaks

### KITCHEN

- Ceramics
- Disposable Ware (Sustainable & Compostable)
- Flatware
- Serveware
- Glassware
- Appliances
- Coffee Machine
- Trash Cans
- Kitchen Towels

### BATH

- Bath Amenities (Shampoo, Conditioner, Body Wash, Soap)
- Grooming (Shaving Kit, Shower Cap, Q-tips)
- Trash Cans
- Soap Holder
- Decor
- Hair Dryer

### F&B

- Beverages
- Liquor
- Snacks
- Pantry Staples

### FURNITURE

- Interior Furniture
- Outdoor Furniture
- Commercial Grade Furniture

### DECOR

- Books
- Vases
- Candles
- Diffusers
- Pillows
- Throws
- Art

### TECHNOLOGY

- Speaker/ Sound System
- Alarm Systems
- Smart Home Solutions

BRAND PARTNERS



PARACHUTE

TUFT&NEEDLE



ARTICLE.

NATIVE UNION

Ursa Major

PUBLIC GOODS

France&Søn.

CB2

SCANDINAVIAN DESIGNS  
FURNITURE

THE TURKISH TOWEL CO.  
THE WORLD STANDARD



LE LABO®  
GRASSE - NEW YORK



BEAR

Supergoop!



FRONTGATE

SOUND

inRESIDENCE

TAPPAN





## Case Study

### *Amagansett Allure*

#### **ABOUT THE PROPERTY**

In the Spring of 2020, StayMarquis, in partnership with The Setting, refreshed Amagansett Allure, a 4-bedroom, 3.5 bathroom home located in Amagansett, NY.

The team increased the property's value by beautifying its interiors and exteriors with top design and luxury brands.

StayMarquis and The Setting outfitted the property with heritage brands and utilized their vendor relations to save costs in various categories, including but not limited to indoor and outdoor furniture, decor, bedding, bath amenities, bicycles, security systems, kitchenware, appliances, and welcome VIP gifts.

#### **PRICE BREAKDOWN**

Total Retail Merchandise Price: \$55,208

Total Discounted Merchandise Price: \$34,019

Total Savings From Merchandise Discounts: \$21,189

#### **TOTAL 2019 RENTAL REVENUE**

Before Refresh to Rent: \$80,500

#### **TOTAL 2020 RENTAL REVENUE**

After Refresh to Rent: \$154,800

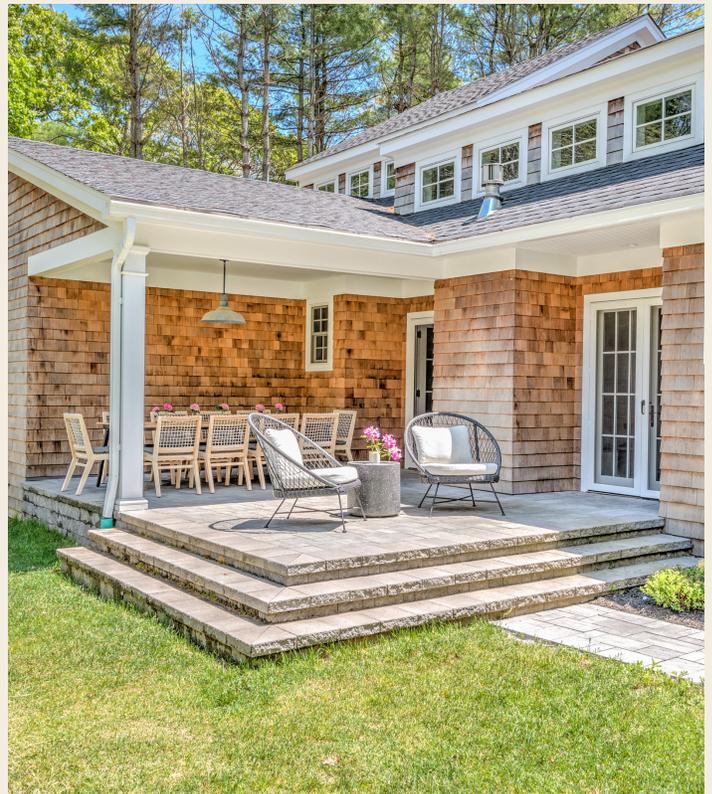
Incremental Value / Cost: 218%

Total Project Duration: 45 days

**BEFORE**



**AFTER**



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**





**THE PROCESS**

**1. THE "ASSESSMENT"**

We visit your home to put together an assessment of the improvements needed.

**2. DEFINE SCOPE OF WORK**

We define a scope of work that describes the procurement list and improvements to be made, and receive your approval.

**3. EXECUTE**

We reach out to brands to negotiate best pricing, procure products, and assist with delivery and staging.

**4. REPOSITION AND RENT**

If you wish to rent, we schedule a time for new photos, a cost that we bear, and market your property for rental.



## CONTACT US

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