



COMPANY PROFILE

www.ourmadeira.com

M.H.R.D. Consultoria e Gestão, Lda



WHO ARE WE?

Founded in 1995, MHRD, has always specialized and been active in the Travel and Hospitality industry.

In 2007, it entered the Holiday Rentals market, which has now become its core business, developing its own website (www.ourmadeira.com) and concentrating on e-marketing and holiday property management.



WHO ARE WE?

Linda Dias, Owner and Director

Has worked since 1987 in Tourism having been Overseas Human Resources Manager and Destination Manager for one of the largest UK Tour Operators

Has been responsible Operations and Administration in MHRD, founded and lead the the project for the Marketing, Promotion and Management of Holiday Villas and Apartments.

Ricardo Dias, Owner and Director

Works since 1979 in Tourism, having been a Director for a UK Tour Operator, and Managing Director responsible for opening and overseeing an Incoming Travel Agency in Madeira.

Moved into the hospitality industry in 1992, having been General Manager of hotels and small hotel groups, responsible for the opening of 4 Hotels and 4 Restaurants. Has also developed other projects for hotels and restaurants in Portugal and abroad.



RANGE OF SERVICES

- Marketing, promotion and sales of Hotels, Holiday Apartments and Villas.
- Management services for Holiday Villas and Apartments.
- Management of Hotels, Holiday Apartments and Villas.
- Consultancy in the Hospitality Industry.
 - Feasibility studies.
 - Strategic plans.
 - Operational and Management consultancy.
 - Technical services for the Hospitality Industry, planning and accompanying hotel opening.
 - Studies and implementation of Marketing plans.
- CRM software and services (Customer Relationship Management).



SERVICES PROVIDED

HOLIDAY RENTALS

Holiday Villas, Cottages and Apartments

www.ourmadeira.com



VIABILITY

- Visiting the property.
- Product analysis and benchmarking.
- Identification of requirements for placing the property in the holiday rental market.
- Estimates for:
 - Investment required.
 - Expected yearly income from rentals.
 - Expected return for the owner.



PREPARATION OF THE PROPERTY FOR RENTALS

- Procurement services for equipment, furnishings, and missing items.
- Procurement and installation of the required health and safety equipment.
- Identification, obtaining quotes and overseeing of maintenance required.
- Readyng the property for rentals.
- Assistance in obtaining the Alojamento Local Licence for holiday rentals.
- Registering the holiday property with the Border Police and Statistics.
- Obtaining and registering the obligatory Complaints Book.



MARKETING

- Development of a marketing plan for the property and proposal to the owner, including:
 - Benchmarking.
 - Market positioning.
 - Rental prices, including date bands & price bands.
 - Distribution channels..
- Writing SEO friendly description in English.
- Provisional photography and selection of images for use (we would always recommend a professional photographer is contracted for the definitive photographs).
- Identification of promotional actions.
- Identification of marketing opportunities.



MARKETING

- Listing the rental property on the international reservation websites and on the Our Madeira website.
- Maintenance of the advertisement on the websites.
 - Update of the availability calendar.
 - Updating of prices.
 - Changes and updates to the description.
 - Changes and improvements to the images used.



MARKETING

CHANNEL MANAGEMENT

- Our Madeira's property management and reservations software system has channel synchronization with all major booking websites.
- This allows the properties to be featured on instant online booking with consequent increased market visibility.
- Properties featured on the Our Madeira website are connected in real time to the four main players on the market – Booking.com, Homeaway, TripAdvisor and AirBNB.
- Properties are also connected in real time or via API to more than 50 reservation channels.
- Our Madeira also provides villas with pool portfolios for major UK and German Tour Operators.

MARKETING

YIELD MANAGEMENT / OPTIMIZATION OF OCCUPANCY AND RENTALS

- Our Madeira's software system allows Yield Management principles to be applied.
- Rental rates may be adapted to market conditions and altered on all featured websites in real time.
- Varying automatic promotional measures are also possible, allowing flexible, targeted and effective marketing campaigns allied to mailings to customers.
- Applying rate flexibility will maximize occupancy and result in a higher yearly income and higher return.



SALES

- Receiving and answering enquiries.
- Managing leads, increasing conversion ratio.
- Follow-up of enquiries and provision of added information.
- Processing reservations.
- Updating all availability calendars for the holiday property on the reservation websites.
- Raising and issuing contracts for the customers.
- Control of receipt of payments from the customer and from the websites, and confirmation to the property owner or manager and customer.
- Information schedules to customer.
- Issue and mailing to the customer of driving instructions to the property.
- Issue and mailing to customer of final arrival details and contacts.
- Issue and mailing of the reservation form to the property Owner or Manager detailing the required preparation.



SALES

- Our Madeira's software system will automatically send e-mails confirming new reservations and updated information to the owner.
- Communication with the customer is maintained throughout the reservation process and until arrival at the property via a series of e-mails that ensure a continuous contact and relationship.



CUSTOMER RELATIONS

- Provision of a 24-hour emergency contact service.
- Intervention, where necessary, with issues that significantly affect the customers enjoyment.



SUPERVISORY SERVICES

- Inspection of the property at agreed intervals.
- Where applicable, liaison with the Housekeeping company regarding identified issues.
- Intervention in cases of complaints or dissatisfaction.
- Intervention in cases of major issues.
- Intervention in case of emergencies.



PREPARATION OF THE HOLIDAY PROPERTY

- Preparing Information Manual in four languages, Welcome Letter and other documentation required.
- Detailing of check-in, check-out procedures and customer assistance.
- Definition of de check-in and check-out days and times.
- Details of the preparation of the holiday property for each arrival.
- Definition of the foodstuffs to be provided in the welcome pack.
- Details of the cleaning services required.
- Definition of the response time for maintenance and solution of problems and issues.
- Inspection of the holiday property and advice on the health and safety requirements.

WELCOME AND FAREWELL

CHECK-IN

- Opening of the property, shutters, windows or curtains, and doors.
- Turning on lights and other installations as necessary.
- Placing food pack in fridge and cupboards.
- Welcoming customers at the property.
- Showing the property to customers, indicating critical points.
- Providing customers with added information of surrounding amenities and services.
- Answering other information queries raised by customers.





WELCOME AND FAREWELL

CHECK-OUT

- Farewell to customers, ensuring they enjoyed their stay.
- Requesting customers to place reviews on the websites.
- Obtaining any comments and details of breakages from customers.
- Turning off of lights and equipment.
- Closing of windows, doors, curtains and shutters.



SUPERVISION

- Inspection of the property after check-out and prior to check-in.
- Supervision and coordination of third-party services (pool cleaning, gardening, alarms, lifts, equipment and general maintenance).
- Identifying and replacing missing items.
- Identifying general maintenance requirements and coordination of their repair.
- Identifying major maintenance, obtaining quotations and Owner approval.
- Obtaining and informing readings of the utility meters.
- Taking care of household bills and other fixed costs (in the absence of the Owner).
- Information of reservations and occupancy.
- Marketing information.



CUSTOMER CONTACT AND ASSISTANCE

- Providing assistance to guests as necessary.
- Point of contact for guests with all issues relating to the holiday property.



HOUSEKEEPING

CLEANING SERVICES

- Cleaning and preparing the property for arrivals.
- Mid-stay cleaning (for reservations of more than one week).
- Supervision of third-party contracted cleaning services where used.

Not included:

Cleaning of gardens and exteriors (responsibility of the gardening company).

Deep or technical cleaning (subcontracted as required).

LAUNDRY SERVICES

- Washing of bed linen, towels, tablecloths and cleaning cloths.
- Supervision of subcontracted laundry services.

Not included:

Washing of duvets, blankets, curtains, carpets and other heavy duty items (subcontracted as required).



HOUSEKEEPING

SUPERVISION OF POOL MAINTENANCE SUBCONTRACTED SERVICES

- Weekly pool and whirlpool cleaning.
- Weekly water treatment and control.
- Register of water quality.
- Reinforced, as necessary.

Not included:

Deep or technical cleaning (subcontracted as required).

Maintenance or repair of swimming pool or whirlpool machinery.



HOUSEKEEPING

SUPERVISION OF GARDEN MAINTENANCE SUBCONTRACTED SERVICES

- Weekly gardening services, including mowing the lawn and pruning.
- Controlling automatic watering systems.
- Additional weekly watering where required.

Not included:

Large-scale pruning of plants and trees.

Fertilizers, insecticides and other products.

Note:

Monthly costs for gardening services will be higher where automatic watering systems are not in place.

HOUSEKEEPING

SUPERVISION OF MAINTENANCE SERVICES

- Identification of maintenance requirements.
- Supervision of general maintenance.
- Procuring and purchasing replacement parts.
- Repair of parts and equipment whenever possible.
- Obtaining quotations and estimates for maintenance or special installations.

Not included:

Supervision and accompaniment of major maintenance and special installations
(agreed and debited separately)



ADMINISTRATIVE SERVICES

LEGAL REQUIREMENTS

- Guest registration and upload to Border Police.
- Uploading of monthly statistics.
- Uploading and payment of Tourist Tax.
- Monthly invoicing of services.
- Monthly payment to owner of due rental amounts.

OWNER SUPPORT

- Payment of bills on behalf of the owner.
- Issuance of monthly owner statements.
- Scanning and e-mailing of post.
- Information on the rental business.
- Commercial information.



COVID-19 REQUIREMENTS

All services provided comply with the special measures currently required to meet COVID-19 prerequisites:

- Contingency plan in place.
- Preparation of the property and disinfection of all contact surfaces.
- Provision of COVI-19 packs (one per guest) and leaflets with advice to guests.
- Check-in and check-out with proper social distancing and the use of PPE.
- Mid-stay and final clean that observes:
 - Proper handling of bed linen and bath and pool towels.
 - Use of PPE for staff.
 - Thorough cleaning of the property and disinfection of all contact surfaces.
 - Maintaining a housekeeping record.
- Proper procedures for maintenance services



MODULAR SERVICES

SERVICE LEVEL 1

MARKETING

- Marketing and sales
- Customer relations

SERVICE LEVEL 2

MARKETING AND SUPERVISION

- Marketing and sales
- Customer relations
- Supervisory services

SERVICE LEVEL 3

MARKETING AND MANAGEMENT

- Marketing and sales
- Customer relations
- Supervisory services
- Welcome and farewell
- Customer contact and assistance
- Cleaning and laundry
- Supervision of gardening, pool and maintenance



CONTACTS

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