



Global Bachelor`s Degree

Final degree Thesis (TFG)

Business project

“MVR”

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This work is dedicated to our families, who supported us throughout the whole journey. Their love, guidance, and sacrifices is what motivates us every day.

To all the loved ones, both present and those who are no longer with us, for their support, love, and inspiration.

ABSTRACT

This FDP has been performed by Maxim Verk and Viktor Raskatov. This business plan projects MVR to be a thriving rental agency that will take advantage of the growing need for short-term and long-term rentals in the gorgeous coastal region of Denia, El Verger, and Oliva Nova in Comunidad Valenciana, Spain. The three areas are all subdivisions of a broad market sector that reaches from the long established tourist centre of Denia to the upmarket beach resort at Oliva Nova. We also have the advantage of being able to reach and serve our key demographics in multiple languages.

This plan examines the rental market of the day, including a competitive analysis and rental trends. It provides a description of service portfolio, that is property management, target marketing efforts and meeting all the legal formalities. The plan also provides financial pro forma, revenue projections, and sales approaches.

MVR positions itself as a reliable and trustworthy partner for landlords and tenants, has a positive impact on the community and opens the door for foreign visitors to the region.

KEY WORDS

Rental agency, sustainability, expatriates, social impact.

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1 INTRODUCTION

1.1 Company Name and Logo

Figure 1 Logotype



Note. Made by ChatGPT.

The shortness and ease of pronunciation, as well as the memorability of, MVR makes for a strong and effective name for a rental business. A simple and unique name goes a long way in building a recognized brand identity in the rent and real estate niche, especially in a highly competitive space.

And MVR are the first letters of the founders' names - Maxim Verk and Viktor Raskatov, it's a common thing when it comes to real estate as that way the company still looks professional but they have the personal thing, that works very good for them. The name is also internationally catchy to reflect the company's multilingualism. Appealing to a broad clientele — Russian-speaking, foreign and beyond — with a neutral, versatile name is a key strategy behind MVR creating the brand it is today.

The MVR logo design is there to work and effectively get across the message of their professional and trustworthy rental company. Inspired by the brand's mission and values, it has a simple and impactful graphic system.

The bold capitalized MVR word is one of the pillars of the logo. Professionalism, stability and trust is what a real estate and rental business is about and this font choice provides exactly that. The strong, clean type of the name is easy to distinguish and to remember.

The words "IN EVERY STAY" below the company name gives the commitment that MVR will rent apartments to all kinds of renters, whether they are a short- or long-term rental customer. This tagline highlights the company's reliability and promise to offer tenants a seamless journey.

The house symbol in the upper part of the text is an important visual element in the logo. With its window, chimney and sloping roof, the little house is the perfect metaphor for the real estate industry. It is the epitome of MVR's core businesses of property management and hotel. In addition, the icon's simplicity allows it to easily translate across a number of branding collateral such as business cards, websites, and ads.

1.2 Business Idea and Description

This business plan is more specific to rental apartments agencies across the Oliva Nova, El Verger and Denia districts. The agency will oversee 40 rent-stabilized buildings, taking advantage of the many apartment owners who don't live in these buildings, or who bought property with the sole intention of generating income. The available units are graduated and distributed throughout the building, providing options for potential tenants.

As MVR is an autónomo (self-employed) business, it falls under the freelance tax system in Spain. That means every three months, the business is supposed to report and pay a 21 percent tax on its profits. This tax liability impacts the overall financial plan ensuring compliance with statutory regulations while maintaining profitability. The

sustainable growth of MVR as the rental business where price competition is conducted on this foundation and attention is paid to the management of sales, costs and taxes.

Thus, we have Denia offering properties for a lot less inside the city, and Oliva Nova presents luxury accommodation, close to the beach and with high demand in the high season. On the other hand, El Verger offers a cheaper alternative for clients who would rather live in a town, only a short drive away from the coast.

This business idea is driven by several key considerations. First, the rental market in these areas is very profitable. In the past, like agencies have been able to exist because of tourism in the summer months. However, in light of current world affairs, more and more people from around the world are making permanent moves to these places that are often desired for climates, beach lifestyles and overall life experiences.

Second, a great number of these emigres are Russian speakers, which is a huge competitive advantage for our company. There are already dozens of rental agencies in these regions that don't speak Russian and in fact, not all of them speak English. In conclusion, we have developed the multilingual expertise to meet this demand and make ourselves more marketable and different from our competitors.

1.3 Founders Experience

Again, at this stage, we are already well along the way to successfully renting an apartment at Oliva Nova Peak Summer, so that will provide us with knowledge in how to go about this on, for example, Booking.com and Airbnb. One of our most successful cases was with apartments priced at around €300 per night, making an estimated €10,000 for the summer.

After the summer season, we made a conscious decision to market these for holiday rentals including Easter and New Year as there is always a demand from those looking to spend these times in the area.

1.4 Objectives and Business Proposal

Our primary objective is to establish a real estate agency that meticulously selects the most suitable and cost-effective apartments for clients worldwide while strategically capitalizing on the increasing demand for Russian-speaking real estate professionals.

1.5 Mission, Vision, and Values

Our mission is to provide immigrants and international tourists with high-quality, uniquely curated accommodations that offer excellent value for money, prime locations, and exceptional service.

Our vision is to establish ourselves as a leading and highly professional real estate agency, earning a strong reputation and a respected position in the market.

Our core values are Honesty, Excellence in Service, and Reliability.

2 Business Activity

2.1 Definition of the Characteristics of the Service

MVR is a real estate company renting a big variety of apartments, apartments to let in short term and long term in the beach area of Denia, El Verger, Oliva Nova. What we offer is listing and advertising your property online, rental collection and making financial statements, maintenance of your property, and full legal compliance for property owners.

Its distribution partners are digital, specifically with both Booking and Airbnb. It helps us in targeting a large segment of potential guests and getting connected with various customer segments such as short-term vacationers, digital nomads etc. increasing our chances of potential booking.

One the of the significant features of MVR release is its multilanguage support as we work with clients from all over the world. Foreign tenants cannot find a suitable place to rent due to language problems, since most of the agencies in the area only speak Spanish.

2.2 Target Market and Needs Covered

There are three key customers segments: tourists and short-term renters, digital nomads and expatriates, and property investors or non-resident owners. Tourists and short-term renters are an important market as Denia, El Verger and Oliva Nova are popular holiday resorts. These are the customers, who generally look for good quality, well located & fully furnished rental apartment to accommodate their need for "a home away from home" strategically with easy access to hotel style services.

The second segment are expats and digital nomads looking to ever more towards seaside locations with strong internet, high quality of life, and great weather. Those clients are typically searching for long-term leases with tenants that have comfortable

working space and a remote workforce that includes amenities. We hope to take advantage of a growing trend in remote work migration by providing rental units with modern technology and comfortable work spaces.

Last but not least are the property investors and non-resident owners – a significant component of our market. Many apartment owners in these areas do not live in their properties year-round and look for alternate income streams. We offer full-service property management, marketing, and legal compliance services. MVR provides a successful and efficient business model which is adaptive to the developing property market, through expanding within our 3 major market areas.

2.3 Differentiation Criteria

There are a few keyways in which MVR differs from competitors. One of the most important is its bilingual offering, which enables it to cater to a range of clientele. In these neighborhoods, he said, many competing rental companies speak only Spanish, leaving international renters in the dark about the rental process. Providing services in English, Spanish and Russian and being able to communicate easily the globe over we are ready to place our company at the top of expatriates, investors and tourists' options in the country and from all around the planet.

The diverse real estate holdings of MVR is another major separation. We have something for everyone at any budget, unlike companies that focus solely on high end rentals or inexpensive accommodations. You can choose from mid-range rentals in El Verger, extravagant seafront homes in Oliva Nova, to budget flats in the heart of Denia. Due to its large variety of products, MVR can also satisfy the needs of its customers and adjust existing products according to the market demands.

In addition to just helping you list properties; we also provide full-service property management. Instead of being a typical agency which acts as a middle-man between landlords and tenants, MVR takes care of nearly every aspect of property management - such as maintenance, cleaning, welcoming and releasing guests, and targeted

marketing. We also ensure the best possible experience for landlords and tenants by employing the latest property management software. These details provide MVR with an upper hand in the competition and contribute a great deal to MVR's reputation as a good rental company.

2.4 Legal Requirements of the Project

In Comunidad Valenciana we have to comply with different rental licenses and tax laws to operate legally. Each rental has to have a Vivienda de Uso Turístico (VUT) license and share of short-term rental units must be registered at the local tourist office. With this license all rental properties are ensured to be meet required safety and quality standards. MVR is subject to local law because non-compliance could result in fines and possibly legal issues. And because short-term rentals are heavily regulated in a lot of places, MVR needs to ensure that all participating properties adhere to local zoning laws.

Finally, we need to abide by the rules regarding guest registration, security, and contracts. Under Spanish law, short-term rental hosts must register guests with the Guardia Civil or Spanish National Police. This is to ensure safety and compliance with the rules and regulations set by the regional tourism authorities. Furthermore, MVR ensures all properties have emergency exits, smoke detectors and fire extinguishers, as per health and safety. Finally, terms such as cancellation policy, security deposit and resolution mechanisms should be carefully articulation in rental agreements.

To legally rent a property for short stays in the Comunidad Valenciana, the owner needs a Vivienda de Uso Turístico (VUT) license while according to regional tourism regulations, if the owner does not have this license, and wants to offer short-term lets the owner is breaking the law. This license guarantees that the apartment complies with safety, quality and administrative requirements of Generalitat Valenciana. The owner bears full legal responsibility of applying for and possessing this license to be able to publish the property for vacation short-term rental. MVR doesn't process VUT licenses but they understand their regulations and can give general advice or recommendations

if a client needs to engaged in the services of two specialized attorneys. Our job is to help property owners understand the law and to empower the owner, but the owner has to take the responsibility and action.

3. Business Identification and Market Analysis

3.1 Target Market Definition

We target three main customer segments, each with distinct needs and preferences.

- Tourists: Holidaymakers interested in options for short-term rentals in attractive coastal areas, especially in well-visited tourist spots including Denia and Oliva Nova. For these visitors who wish for convenience, proximity from the beach and a well-equipped accommodation is a priority.
- Long-term tenants (expats, digital nomads): Fewer and fewer remote workers spend long periods along the coast in balmy weather. Fully furnished flats are preferred by many expats and digital nomads for comfort, flexibility and good internet.
- Real estate owners: Homeowners who wish to rent out their homes and want management in place to do so. For those living abroad and local real estate investors looking for effortless, professional rental management.

3.2 Market Situation

The rental market has been on the rise for the past couple of years due to various socio-economic factors.

- Spain has always been a huge draw for remote workers and expats due to its low cost of living, temperate climate, and quality of life. In 2023 Spain officially introduced the Digital Nomad Visa, a program that enables non-EU professionals to reside and work in the country based on freelance work of foreign companies. More than 30,000 digital nomads applied for residency in the first 12 months of the visa, the Spanish ministry of economic affairs reported.

That wave is driving a huge increase in demand for long-term rentals, particularly along the coast. In towns such as Denia and Oliva Nova, nesting expats have been flocking to fully-furnished apartments with reliable Wi-Fi, flexible contracts, and acceptable living conditions compatible with remote work.

- Growing Denia and Oliva Nova tourism: Clearly there has been a growth in tourism across the Comunidad Valenciana, the home of both Denia and Oliva Nova. VAL 2024: AENA reports that Valencia Airport received 10.8m passengers in 2024, up 8.7% on 2023 (+7.8m, international passengers). Although there is no precise data for Denia and Oliva Nova, the two receive the fallout of this increase in regional tourism. Denia, with its historic port and beaches, is the other main draw here, while in Oliva Nova, luxury golf resorts are offered to appeal to holidaymakers in search of comfort and proximity to the sea and for high-end short-term rental opportunities. This steady tourism growth has led to a demand for a well-organized holiday home, especially during the busiest times of year to travel.
- Some of the largest Spanish property sites such as Idealista and Fotocasa have millions of users and European language support but curious enough didn't support Russian. For one, Idealista, which logs about 38 million unique monthly visitors, doesn't accommodate Russian despite providing 16 other languages. The Fotocasa website also includes translations in English, German and Catalan but does not have a Russian version. Niche Russian-language portals like Dompick and Realty. rbc. ru cater to Russian-speaking audiences but are far less broadly known, with just a few hundred agencies and tens of thousands of daily visitors. It is clear that Russian-speaking tenants and landlords are mostly served by more niche, smaller platforms." The MVR is tried to fill this gap by providing customers to rent and bunch of other multilingual services with the

possibility to find housing in Russian, for the residents of Russia and other CIS countries.

SWOT Analysis

Strengths:

- **Multilingual Service:** MVR stands out in a crowded market by serving clients from throughout the world, including those who speak Russian and English.
- **Premium Branding:** The company markets itself as a reliable and superior rental company, drawing in both long-term tenants and vacationers.
- **Full-Service Property Management:** We offer full management, which includes upkeep, guest assistance, and dynamic pricing methods, in contrast to individual property owners on Airbnb and Booking.com.
- **Established Online Presence:** To guarantee maximum visibility, MVR makes use of digital marketing, a well-optimized website, and solid alliances.

Weaknesses:

- **Dependency on Seasonal Demand:** The market for short-term rentals varies according to travel patterns, which could result in irregular earnings.
- **Dependency on Third-Party Platforms:** Listing on Booking.com and Airbnb increases visibility, but it also involves paying commissions and facing up against other hosts.

Opportunities:

- Growth of the Digital Nomad and Expat Community: Long-term rentals are becoming more and more popular as remote work and foreign relocation become more common.
- Limited Multilingual firms in Spain: We have a distinct edge when it comes to serving clients from abroad because many local rental firms exclusively serve Spanish speakers.
- Technological Developments: AI-driven property management, automated pricing systems, and smart house technology can all be integrated to improve operational efficiency.
- Possibility of Growth: MVR may be able to introduce luxury rental alternatives or expand its services to other Spanish coastal communities.

Threats:

- Economic Fluctuations: The demand for rentals may be impacted by travel and relocation being curtailed by inflation or economic downturns.
- Tight Housing Regulations: Government regulations pertaining to short-term rentals may include limitations, extra levies, or licence prerequisites.
- High Competition: There is always competition from big real estate companies, freelance hosts, and established agencies.

- Platform Dependency Risks: Booking.com or Airbnb may raise commissions, alter their rules, or launch promotions from rival companies.

3.3 Competition

Within Comunidad Valenciana, we will have competitors who also have diversified into different property management and rental services. Those include full-service property management companies, long-time real estate agents, and specialists in short-term rentals.

- Oliva Nova Beach & Golf Resort is a high-quality rental agency that manages over 200 villas and apartments in Denia and the Oliva Nova area. It offers luxury accommodations with resort amenities such as golf courses, spas and concierge services.
- Book Dénia: If you are looking for beach bookings, we suggest booking through this rental company that specialises in vacation homes in Dénia but mainly looks for short-term travellers who wish to stay near the sea and fun.
- Lettings in Deniasol: At Deniasol we specialise in renting apartments, villas and townhouses in Dénia popular areas for holiday rental activity.
- Denia All Services is a rental and sales agency in Costa Blanca North with a wide range of properties around the region, also they handle short-term and long-term rentals in Jávea and Dénia.
- Lucas Fox is a luxury real estate agency specializing in Dénia and the surrounding areas. They also provide long-term and investment rentals. They distinguished themselves from other rental businesses by focusing on high-end

customers.

- Rof Rand is a company that is dedicated to the sale, rental and lease in the city of Denia. While they provide property management, they're mainly focused on real estate sales and less so on short-term rentals.
- A boutique real estate company, Marina Alta Living, caters to tenants and buyers. For clients from overseas relocating to Spain, they offer advising services, rental listings and properties for sale.

But there is a crowded field, and MVR distinguishes itself by focusing on a niche market — multilingual property owners and tenants. MVR delivers a more personalized experience to expats, digital nomads and tourists in their events and activities than the big agencies, who are mainly catering to Spanish or English speakers.

One of the main competitive edges of MVR is our long-term partnership with a reputable real estate company based in Moscow. As it already has a substantial local clientele and great understanding of the Russian-speaking market, the company is now acting as a solid source of referral, sending clients directly to MVR properties. "This pre-built trust and credibility gives us immediate access to engaged and ready-to-book audience, which eliminates the friction and hesitation that some Russian clients have when booking abroad. We have a friend-to-friend introduction that converts at a much higher rate than the impersonal advertisements or booking systems by which competitors attract Russian tenants.

In addition, we leverage this cooperation to enter foreign language markets without incurring high costs or time delays. We avoid having to invest the time and money in a Russian-targeted advertising strategy, since our partners are advertising our listings. For this reason, we generally get more qualifying leads from Russia than our competitors. This alliance positions our brand as trustworthy and widely recognized among Russian users interested in rentals on Comunidad Valenciana's coasts, and it improves our visibility in a market with enormous potential.

Porter's 5 Forces

1. Threat of New Entrants - Medium

- While it is relatively easy to enter the rental industry, it takes resources and experience to establish property management services and generate brand trust.
- MVR's premium positioning and bilingual assistance serve as a deterrent to generic rental firms.

2. Bargaining Power of Suppliers - High

- Property owners are important since they have the option of self-managing their rentals or listing with rivals.
- Online marketplaces like Booking.com and Airbnb have significant sway over policy and commission rates.
- MVR can keep a competitive edge by entering into exclusive contracts with property owners.

3. Bargaining Power of Renters - Medium

- Hotels, individual Airbnb hosts, and rival agencies are just a few of the options available to travellers and long-term renters.
- MVR sets itself apart with premium service, multilingual assistance, and a well-run experience that boosts client retention.

4. Threat of Substitutes - High

- Other lodging choices include hotels, serviced flats, and even peer-to-peer rentals handled directly by individuals rather than through intermediaries.
- Providing improved maintenance, customer service, and price flexibility can help us stay ahead of the competition.

5. Industry Rivalry - High

- Large real estate companies and local rental agencies fiercely fight for both long-term and short-term rental markets.
- While many rivals primarily target Spanish-speaking customers, MVR stands out thanks to its global presence.
- To stand out, you must have competitive pricing, powerful branding, and first-rate customer service.

3.4 Sales Forecast

MVR anticipates offering 40 rental flats, each with an average size of 85 square meters, during the first peak season. We will subtract a 21% tax rate and a 20% commission fee from this sum. After subtracting taxes, our net earnings for 12 months would, in the normal-case scenario, be €65,400.

To estimate potential revenue and assess financial feasibility, we have created three sales forecasts - worst-case scenario, normal-case scenario, and best-case scenario. These projections are built upon our portfolio of 40 rental units, categorized as:

- Category 1: 20 premium units
- Category 2: 20 standard units

Each category has two pricing tiers:

- High Pricing Tier: Type 1 = €9,000 per month; Type 2 = €5,500 per month
- Low Pricing Tier: Type 1 = €7,500 per month; Type 2 = €3,500 per month

Our calculations assume active rental during peak periods, with different occupancy rates, which are applied to each case scenario - 20%, 30%, 40%.

Worst-Case Scenario:

In the worst-case scenario both categories operate at a 20% occupancy rate.

- **High Pricing Revenue:**
Cat 1: €72,000
Cat 2: €44,000
- **Low Pricing Revenue:**
Cat 1: €60,000
Cat 2: €42,000
- **Total Revenue for Owners:** €218,000
- **Revenue for Us:** €43,600
- **Net income:** €14,475

This scenario suggests low booking levels and potential marketing inefficiency.

Figure 2 Worst-Case Scenario

Scenario		1
Nr units	40	
Cat 1	20	
Cat 2	20	
High		
% occupation Cat 1	0,2	20% 30% 40%
Price Cat 1	9000	9 000 9 000 9 000
Nr months	2	
% occupation Cat 2	0,2	20% 30% 40%
Price Cat 2	5500	5 500 5 500 5 500
Nr months	2	
Low		
% occupation Cat 1	0,2	20% 30% 40%
Price Cat 1	7500	7 500 8 000 8 000
Nr months	2	
% occupation Cat 2	0,2	20% 30% 40%
Price Cat 2	3500	3 500 3 500 3 500
Nr months	3	
Revenue		
High		
Cat 1	72 000	
Cat 2	44 000	
Low		
Cat 1	60 000	
Cat 2	42 000	
Total revenue per year for owners	218 000	

Normal-Case Scenario:

This assumption suggests a 30% occupancy rate across both categories.

- **High Pricing Revenue:**

Cat 1: €108,000

Cat 2: €66,000

- **Low Pricing Revenue:**

Cat 1: €90,000

Cat 2: €63,000

- **Total Revenue for Owners: €327,000**

- **Revenue for Us: €65,400**

- **Net income: €30,825**

The normal-case scenario improves the revenue of the worst-case scenario and provides a realistic outlook on the market with expected occupancy.

Figure 3 Normal-Case Scenario

Scenario		2
Nr units	40	
Cat 1	20	
Cat 2	20	
High		
% occupation Cat 1	0,3	20% 30% 40%
Price Cat 1	9000	9 000 9 000 9 000
Nr months	2	
% occupation Cat 2	0,3	20% 30% 40%
Price Cat 2	5500	5 500 5 500 5 500
Nr months	2	
Low		
% occupation Cat 1	0,3	20% 30% 40%
Price Cat 1	7500	7 500 8 000 8 000
Nr months	2	
% occupation Cat 2	0,3	20% 30% 40%
Price Cat 2	3500	3 500 3 500 3 500
Nr months	3	
Revenue		
High		
Cat 1	108 000	
Cat 2	66 000	
Low		
Cat 1	90 000	
Cat 2	63 000	
Total revenue per year for owners	327 000	

Best-Case Scenario:

In the best-case scenario we expect the occupancy rate to rise to 40%.

- **High Pricing Revenue:**

Cat 1: €144,000

Cat 2: €88,000

- **Low Pricing Revenue:**

Cat 1: €120,000

Cat 2: €84,000

- **Total Revenue:** €436,000

- **Revenue for Us:** €87,200

- **Net income:** €47,175

This scenario assumes a full booking calendar, ideal market conditions, efficient marketing campaign, and strong repeat business. The revenue is much higher than in the worst-case scenario and improves compared to the normal-case scenario.

Figure 4 Best-Case Scenario

Scenario		3			
Nr units	40				
Cat 1	20				
Cat 2	20				
High					
% occupation Cat 1	0,4	20%	30%	40%	
Price Cat 1	9000	9 000	9 000	9 000	
Nr months	2				
% occupation Cat 2	0,4	20%	30%	40%	
Price Cat 2	5500	5 500	5 500	5 500	
Nr months	2				
Low					
% occupation Cat 1	0,4	20%	30%	40%	
Price Cat 1	7500	7 500	8 000	8 000	
Nr months	2				
% occupation Cat 2	0,4	20%	30%	40%	
Price Cat 2	3500	3 500	3 500	3 500	
Nr months	3				
Revenue					
High					
Cat 1	144 000				33%
Cat 2	88 000				20%
Low					
Cat 1	120 000				28%
Cat 2	84 000				19%
Total revenue per year for owners		436 000			

4 Marketing and Commercialization

4.1 Price and Sales Policy

Flexible, data-driven, competitive pricing ensures maximum revenue for property owners and affordability/value for tenants. We cannot set a fixed rental fee as the size, location and amenities available at our properties vary. Instead, they alter prices on an ongoing basis based on a variety of factors, including local events, seasonal demand, market level and booking activity.

The second type of properties are rather up-market but are on the cheaper side. While they are often set back slightly from the coast and housed in older, better-managed buildings, these apartments are still exclusive. They offer a higher degree of comfort and capture a larger share of renters that are looking for relatively high-quality accommodation at a somewhat lower price point though they lack the ultra-premium amenities of the first segment.

In theory, long-term rentals could be priced competitively to attract expats, remote workers, and digital nomads seeking secure accommodation in desirable neighborhoods. Short-term rental rates might be adjusted dynamically based on demand fluctuations during peak travel seasons. By potentially integrating advanced pricing technologies, the business could ensure that each property remains consistently profitable through real-time adjustments that analyze supply, demand, and competitor activity. This approach could optimize revenue management and enhance market responsiveness as part of a future business strategy.

MVR charges the average 20% management fee and operates under a commission based fee schedule. This fee covers a variety of services, such as booking coordination, guest communications, property marketing and ongoing maintenance management. Finally, property owners have a 20% municipal tax to consider when calculating their net yields.

Property owners should be aware that third party sites such as Booking. com and Airbnb each take a fee of about 15-20% per booking. That would mean the effective price will need to be figured based on platform fee, MVRs management fee, and any applicable taxes. By using automated pricing software to analyze market data in real time and adjust rates on demand, MVR helps owners offset these costs. This ensures that your rental property will be in demand with tenants and be very profitable for owners.

4.2 Brand Policy

MVR describes itself as a high-end but not stuffy rental firm that balances quality service with the bottom line. Conducting business with this brand is safe for both landlords and tenants due to these guiding principles: trust, professionalism, and honesty. That trust is enhanced with clear contracts, no hidden fees, and bespoke support for our clients.

MVR's multilingual approach catering for customers from across the globe, predominantly tourists and expats, is core to the company as well. MVR covers all aspects of the contracts in Russian, Spanish, and English, facilitating the task for international clients, who might not be conversant with local rental mechanics, unlike several local companies that only deal in Spanish.

4.3 Communication and Image/Promotion

We are going to leverage on multi – media and digital marketing to promote our commercial leasing and real estate businesses. Fundamental to that has been its SEO-optimized website which has property listings, a booking system built-in, and blog posts on the current state of the rental market in Spain. It's something which increases MVR's visibility in search engines, and drives free installation traffic for people who search for rentals in Oliva Nova or Denia.

MVR advertises through Facebook, Instagram and Telegram, targeting foreigners who are looking for short-term stays or considering moving to Spain. Google Ads and sponsored travel blog posts also assist in pulling in tourists looking for vacation rentals.

4.4 Distribution Channels

"Through MVR's distribution strategy we aim to maximize exposure and accessibility of our rental properties. The company leverages its global reach to appeal to short-term renters, of which it keeps a portion, by listing properties on large online rental platforms like Booking.com and Airbnb. These are powerful resources for maximizing occupancy because they come with the benefits of integrated marketing, secure payment and reviews from verified users.

Our strategy is to be present via direct websites as the first source, and this is a website we manage. It enables potential guests to search for listings, availability, and to book directly without third-party booking fees. Booking is a breeze with an easy to use interface, live chat support, and real-time booking.

We have also now established a successful and continuing working relationship with a well-established and reputable agency in Moscow. This company is well connected in the local market and also has a broad clientele looking for excellent short-term rental accommodation overseas. This works out well for us as we can greatly reduce distribution efforts on our part, as the client leads was delivered and handed over from the agency itself.

To avoid us - or our potential clients - from having to occasionally time-consuming and costly searches for booking intermediaries or third-party agents. Our partner in Moscow is our friendly local filter, routing desirable customer enquiries directly to us. This means we can save these costs and then reinvest them into our services for our guests in the area." "Should domestic tourists to the region stand at between 40% and 50%, then we can tailor our operations and offer in that region to suit this style of local traveler.

Also, this collaboration helps to increase our exposure and reputation amongst the Russian-speaking market, to build our brand there, to establish long-term relationships with clients who like using the services of their compatriots. In brief, the collaboration serves as not just a more effective conversion channel for us from the region but also a strong referral (repeat business and word-of-mouth) channel built on trust and localized partner networks.

4.5 Consumer Service and After-Sales Services

A better rental experience MVR is committed to ensuring a high-quality customer experience both before, during, and after a visit. Renters get 24/7 email and WhatsApp customer service, to ensure any issues, whether it's a maintenance request or a change to a reservation, are quickly resolved. Pleasure for guests is also elevated with personalized concierge services, such as local tips and airport pick up.

You, having been loyal for so long, get to choose from many rental options and lease plans that are tailored to your needs. MVR maintains close contact with the tenant in order to aid in the renewal of the lease or transition out as needed. The company welcomes feedback from its market after each rental, this way MVR is able to keep enhancing its services.

5 PRODUCTION AND OPERATIONS

5.1 Installations and Equipment

The real estate firm shall be equipped with ultramodern facilities and latest gadgets in ensuring smooth business operations and well services. Significant components include following:

Furniture: Every - apartment comes fully furnished with quality pieces to give a comfortable yet modern feel focused on premium comfort and quality. For a great night of sleep, all of our bedrooms are fitted with comfortable mattresses, fluffy pillows, and premium Egyptian cotton bed linens. Living areas have handcrafted dressers, coffee tables, couches, and chairs that promise a functional beauty.

High-Speed Internet & Entertainment - All apartments have high-speed internet access, so you can work from home, stream your favorite shows, and easily connect online. Entertainment including satellite television is also provided to ensure a warm and fun home to return to after the hunt.

Bedrooms & Toilets: The bathroom is designed to offer a spa experience, with its opulence features, modern fittings and bathtubs that provide a perfect avenue to unwind after a long day. Large and thoughtfully laid out for your comfort, our bedrooms have quality appliances and are full of high quality bedding components for a good night's sleep.

Kitchen features - Each unit's kitchen has an array of appliances for your cooking needs and balcony seating. A microwave, stove, oven and refrigerator are part of the standard furnishings, though some extras—a dishwasher, an espresso machine—reflect a more modern standard of living.

Outside Facilities: All the residential homes are carefully selected for the sites, and many are personally selected such that they are not too far away from scenic beaches, to enjoy the surrounding natural vistas. To offer a peaceful and luxurious outdoor living

experience, most houses also boast common outdoor spaces—manicured courtyards and private pools.

Safety Measures-Advanced security solutions have been put in place across your home ensuring a safer living environment. All apartments are equipped with advanced Alarm systems and strategically placed outside surveillance cameras.

Grooming - You will find on your arrival some basic cleaning products to start. Residents will have a vacuum, broom, mop and other basics in order to keep their home clean and tidy.

As part of our potential service offerings, we may provide professional cleaning services for rental properties. However, this would be available only upon request from property owners, as it would be offered for an additional fee. This optional service could help maintain the cleanliness and appeal of the property, especially between tenant stays or before new arrivals, while giving owners the flexibility to choose based on their preferences and budget.

5.2 Production Process/How the Business Works

The estate agency is powered by an organized and computerized system to assist clients in securing their properties. The essential process stages are represented as follows:

Acquisition, Evaluation and Strategic Listing of Real Estate: complete thorough market research to identify residential properties with potential, evaluate them for market value and acquire them for purchase and placement on the rental or sales market. That means assessing the location, quality, and desirability to future tenants or buyers, ensuring the best return possible. Then, the home is placed on the market with a custom listing technique designed to maximize exposure.

Targeted advertising and advanced marketing, which may include the utilization of advanced digital marketing methods like sponsored search ads, targeted social media

ads, and listings on high-profile real estate websites. In order to effectively reach the right audience, the method involves collaborating with high-profile real estate networks, utilizing email marketing, and creating professional, high-quality content like virtual tours and HD photos. This all-extensive strategy ensures that the property is promoted to a wide and relevant audience to potential tenants and purchasers.

Client Consultation, Client Service and Showings

Professional consultation: To provide full market information and customized business solution to potential customers. Questions need to be responded to immediately; appointments to view properties need to be set up and viewed and clients must be virtually huddled through the entire decision making process. Moreover, personal attention is given to the specific needs, tastes and expectations of each client with the goal of gaining their confidence while ensuring that they find a property in accordance with their lifestyle or business interest.

Negotiating the deal, Managing a transaction, Legal help

Ensuring that communication goes smoothly enough that all parties involved eventually can move toward a win-win. The parties are to generate all necessary paperwork — including offers and counteroffers — and to ensure that the contracts are specific, enforceable and unambiguous. Clients get expert advice from start to finish in order to ensure transparency and to comply with all relevant legal and regulatory requirements. From the initial conversation to the final closing, we take care of the entire process ensuring everyone has a simple and stress-free experience.

Finalizing the transaction, closing steps, and after-sale assistance

Managing the last exchange of title or of rental, ensuring the safe transfer of all payment and correctly overseeing the closing process. This means coordinating with all relevant players, including lawyers, notaries, and financial institutions, to make sure the process is completed on time, legally. We offer full post sale or rent through support after purchase or sale including after sales consultation so we can give hints regarding how

to keep the property and any extra services required such as property care or renovation.

Caring, Issues and Customer Service

A key component of our service philosophy is the preservation of each property's long-term value and presentation. Rather than performing repairs directly, we act as a liaison between tenants and property owners—promptly notifying owners of any issues and assisting in coordinating appropriate solutions. Our commitment to care is reflected in the regular upkeep of the property, including scheduled cleanings and thorough deep cleaning after each stay, ensuring that every unit remains in excellent condition. By maintaining high standards of cleanliness and swiftly addressing any concerns or complaints from guests, we aim to foster trust, encourage repeat bookings, and contribute to a strong reputation for both the property and our service.

Establishing Long-Lasting Business Relationships and Keeping Clients

Once the honeymoon stage is complete, we shift our focus to forging life-long relationships with our clients, ensuring their continued satisfaction with follow-up care, ongoing advice and bespoke solutions for any other real estate need they have. We keep the lines of communication open and ensure that customers feel supported in a proactive manner that's personal, so they will not only come back, but recommend us to others. This approach paves the way for sustained success in the competitive real estate game.

5.3 Production Costs

Annual marketing and advertising expenses total €8,000. Search engine advertising, shares on social media or print advertising are at the center of what is being allocated with this budget. Both through targeted online campaigns and through offline methodology, the aim is to promote the brand, attract fresh clients and sell properties efficiently.

Website: Cost - €3,500 per year. Our website will be an initial expensive especially due to the fact that we expect to use it to assist clients with the rental service. It constitutes a main tool for presenting our rentable units and booking management and to convey the necessary information to the customers and reinforce brand's character.

5.4 Quality Control

In order to guarantee excellent service and to keep a good name in the market, the following quality controls will be set in place:

Professional development, continued education and training: Continued education and training is a core principle of exceptional service. Each team member will be constantly training on topics such as real estate laws, ethical way of doing business, advanced negotiation strategies, and state-of-the-art techniques for customer service. This ensures that all the employees remain updated with the latest information or skills required to deliver excellent customer service and to respond to rapid market changes maintaining a high level of professionalism.

Legal Approval and Property Verification: All postings will be verified with a uniform process. This includes confirmation of property ownership, condition and the validity of all legal documents like contracts, permits and titles. This process safeguards the business, and client's interest ensuring that all properties comply with the legal requirements and are ready for sale or rent without any legal impediments.

Continual Improvement and Customer Feedback: A structured feedback mechanism will be developed for more transparency and to support service performance over time. With reviews, polls, and direct links to message your customers, they are encouraged to share with others. The feedback will be analyzed to identify any service gaps or areas in that immediate issues can be addressed so that customer satisfaction and performance can be maximized.

Regular Property Maintenance and Check-ups: The management of all property we handle will regularly be maintained and checked to ensure it always meets the utmost

standards of comfort, safety, cleanliness and hygiene. Regular inspections to maintain your property in prime condition for tenants and guests will also be done to identify and rectify any maintenance issues. This proactive approach enhances the experience of the tenant, guest or visitor, reduces the impact of breakage, and reduces long-term maintenance expenditures.

6 Human Resources

6.1 Job Description and Analysis

MVR is a co-founder business and both founders double as management and operating executives. This multi-task arrangement enables us to minimize fixed costs, manage decision making and have immediate accountability. Whatever the partners decide to do, be it day-to-day operations and planning, is ultimately up to them.

The two co-founders also take on several tasks individually. Among them there are: property management, finances, advertising campaigns, clients' relationships.

Each co-founder has primary responsibilities aligned with their strengths and knowledge:

Co-Founder 1's main duties:

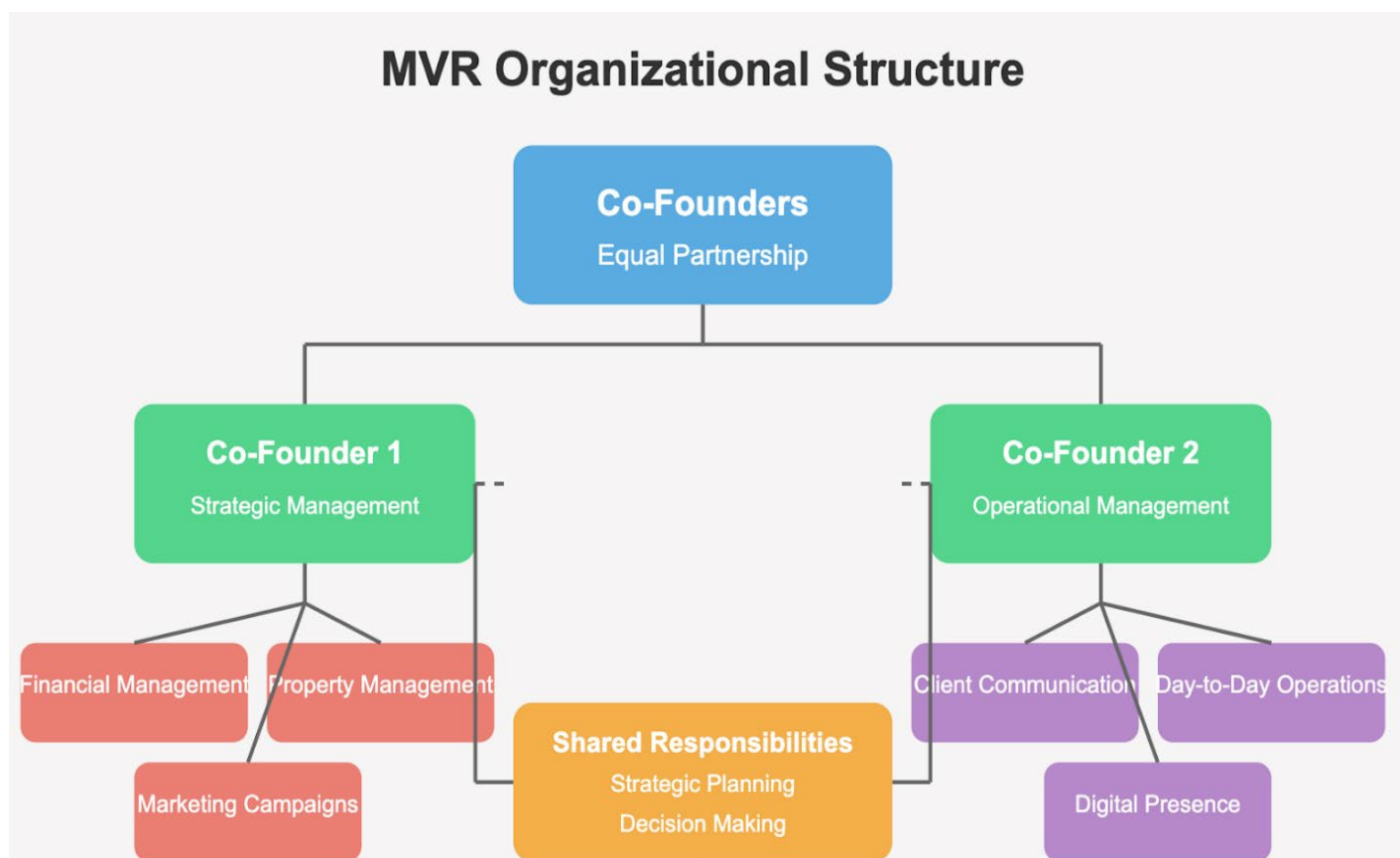
- Planning strategically and creating a vision
- Accounting supervision and financial management
- Coordination of property management and upkeep
- Development and management of client relationships
- Execution and assessment of marketing campaigns

Co-Founder 2's main duties:

- Daily administration and operational management

- Booking administration and client communications
- Social media management and online visibility
- Control and enhancement of service quality
- Management of relationships with tenants and property owners

Figure 5 Organizational Structure



Note. Made by Claude.

6.2 Hiring Criteria

Currently, MVR does not employ any additional staff outside of the founding team. At the moment the two co-founders do all of the business, which means that we have direct control of what is happening and we also know who and when we will need to

hire. Nevertheless once, a business starts growing steadily and has consistent seasonal income the MVR will consider hiring for the needs of different roles in the company.

The hiring process, which is expected to begin in approximately two years, will seek potential employees who meet a set of clearly defined requirements tailored to the needs of a modern, tech-driven rental agency serving a multicultural, global audience. Candidates with strong interpersonal communication skills, technical expertise, cultural versatility, and adaptability will be preferred.

Key criteria for hiring will include:

- It is crucial, in order to serve our clientele to good effect, it can be easier to communicate with personnel and owners. Multilanguage (a Little bit of Spanish, English, a little bit of Russian).
- Prior customer service or hospitality experience is required to ensure the caliber of responsiveness, professionalism, and customer satisfaction that this job demands.
- Strong working knowledge of PMS, on-line booking platforms, excel and digital marketing applications is a must.
- Excellent problem-solving skills and organizational abilities to able to work with personal direction, set priorities amongst tasks, and work in a fast paced, seasonal working environment.
- Having a working knowledge of Spanish taxation and regulation (especially on holiday rentals and autonomo) is a great plus to ensure legal compliance and operations that are optimized.

MVR is looking to create a small but effective team of forward-leaning, reliable and passionate individuals who love real estate and the hospitality industry. These hires will be instrumental in shaping company culture, optimizing operational processes and developing lasting relationships with clients.

As MVR expands, we would love to have a clearer but non-hierarchical organizational structure. The following occupations are anticipated in the immediate future:

- Operations Manager: managing logistics and vendor coordination.
- Customer Service Specialist: handling reservations, solving customer issues and doubts, post-stay feedback.
- Marketing Coordinator: managing branding, advertising, marketing campaigns.

This way co-founders will be able to delegate routine tasks while concentrating on continuous innovation, and strategic alliances.

6.3 Organizational Structure

This doesn't really have much of a hierarchy, it's more democratic. Founder/Co-founder split the labor based on expertise & knowledge, project timeline, seasonal needs, and make decisions together. This organization model fosters an environment of collective ownership and responsibility, rapid communication, and reduced red tape.

MVR can respond quickly to market demands, customer's requirements and sudden operational problems. We also push the idea of constantly learning, sharing and becoming more aware of each other's needs.

6.4 Remuneration Policy

MVR's compensation model is based on the Spanish autonomo system, which allows the co-founders to be labelled in this way. It also allows for flexibility, eliminates admin

hassles and sidesteps the commitment of fixed costs of full-time contracts. However, both founders are responsible for social security charges as well as other tax fillings of MVR.

There is no defined minimum wage, and the income is attributed to a 21% Value Added Tax (VAT) and 20% personal income tax after subtracting operational costs. Those net profits are then distributed to two co-founders.

Financial flexibility in the cyclical business can be seen in this profit-sharing system. Both co-founders may get paid higher payouts during peak months and the payouts could be paying fixed costs or reinvestment during not peak months. This is how we empower critical thinking and collective responsibility.

For the medium term, as new jobs are won, the pay policy will alter, and incorporate structured pay. Additional bonuses like reservation-based commissions and client retention bonuses can also be implemented to encourage retention of employees.

7 Financing and Economic-Financial Analysis

7.1 Economic Needs of the Project

The economic requirements for the Afghan carpet project include upfront financing to support the over-head costs of doing business in the project's first year. While MVR operates with a lean structure – where two co-founders are involved to a large extent in all tasks – there are some investments that must be made in order to maintain the level of service in a dynamic seasonal market.

There are some specific and general large investment needs including:

- **Equipment and Technology:** up-to-date laptops need to be utilized for effective management of daily functions. It's required to manage bookings professionally, communicate with clients, homeowners and outsource teams. For which we turned to Lenovo's mighty yet portable ThinkPad X, the equal of property managing task. The value of single laptop is €2000 and its period of use equals 5 years.
- **Marketing and Advertising:** money should be spent on advertising and drawing new customers, particularly in the high season. This would also allow us to connect the worldwide international tourists/digital nomads ahead of time in the same local area by language, location and interests! Another amount will go toward creating branded content, including videos and photos for social media accounts. Yearly expenditures are €8,000.
- **Website:** Owning a website is important for your visibility, brand and to attract customers. The MVR website will include listings, online booking capabilities and forms identifying the appropriate person to contact. This will be €3,500 per year for our website.

- Travel and Visits Costs: we've got property in 3 locations (Denia, Oliva Nova and El Verger) so we are going to need to set a bit of money aside for travelling to each of these to see what the renters are up to. We should spend €12000 every year for this matter.

Figure 6 Laptop



Note. From Lenovo.

7.2 Funding

As stated previously, our startup idea doesn't require huge financial investment, with only laptops and marketing expenses alongside travel costs which we will cover by monthly income. Thus, in the beginning we will borrow €16,000 each from our parents to buy laptops and afford marketing expenses, visiting expenses, and website maintenance.

7.3 Financial Plan

MVR is expected to make €65,400 annually from the rental of apartments. After deducting operating expenses, net income is €30,825.

Annual expenses are following:

- Website: €3,500 per year.
- Marketing: €8,000 per year.
- Visiting: €12,000 per year for transportation.

Figure 7 Balance Sheet

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Assets						
Cash	2000	72 700	143 400	214 100	284 800	355 500
PPE Net	4000	3 200	2 400	1 600	800	0
Total Assets	6000	75900	145800	215700	285 600	355500
Liabilities	0	0	0	0	0	0
CC	6000	6000	6000	6000	6000	6000
Retained Earnings	0	69 900	139 800	209 700	279 600	349 500
Total L+SE	6000	75900	145800	215700	285600	355500
	TRUE	TRUE	TRUE	TRUE	TRUE	TRUE
		0	0	0	0	0

7.4 Profitability of the Project

This table shows the projected income for the next 5 years. The numbers are based upon the normal case scenario.

Over the five year period, MVR shows a robust revenue expansion. Starting at €207,000 in Year 1, revenue is expected to grow to €501,890 by Year 5, representing a 142% increase. This growth is driven by increased occupancy rate, improved operational efficiency, brand strength, and overall increase in demand for the given area.

Operating expenses are projected to remain fixed during the 5 year period. These include:

- Website - €3,500
- Marketing - €8,000
- Travel and Visit Expenses - €12,000
- Depreciation & Amortization - €800

Figure 8 Income Statement

		Year 1		Year 2		Year 3		Year 4		Year 5	
Revenue for us	20%	65 400	100%	65 400	100,00%	65 400	100,00%	65 400	100,00%	65 400	100,00%
Website		3 500	5%	3 500	5,35%	3 500	5,35%	3 500	5,35%	3 500	5,35%
Marketing		8 000	12%	8 000	12,23%	8 000	12,23%	8 000	12,23%	8 000	12,23%
Travel and visit expenses		12 000	18%	12 000	18,35%	12 000	18,35%	12 000	18,35%	12 000	18,35%
EBITDA		41 900	64%	41 900	64,07%	41 900	64,07%	41 900	64,07%	41 900	64,07%
D&A		800	1%	800	1,22%	800	1,22%	800	1,22%	800	1,22%
EBIT		41 100	63%	41 100	62,84%	41 100	62,84%	41 100	62,84%	41 100	62,84%
Financial expenses or (income)		0	0%	0	0,00%	0	0,00%	0	0,00%	0	0,00%
EBT		41 100	63%	41 100	62,84%	41 100	62,84%	41 100	62,84%	41 100	62,84%
Tax	25%	10 275	16%	10 275	15,71%	10 275	15,71%	10 275	15,71%	10 275	15,71%
Net Income		30 825	47%	30 825	47,13%	30 825	47,13%	30 825	47,13%	30 825	47,13%
Return on Sales (ROS)		47%		47,13%		47,13%		47,13%		47,13%	
Return on Equity (ROE)		41%		21,14%		14,29%		10,79%		8,67%	
Return on Assets (ROA)		41%		21,14%		14,29%		10,79%		8,67%	

8. Formal and Legal Aspects of the Project

8.1 Choice of Legal Form and Justification of Election

The company will go for autónomos as its legal form to run the Real estate rental agency in Valencia, Spain. As individuals, each co-founder will sign up as an autónomo. There are several reasons for this legal framing.

Primarily, the autónomo-invoice form provides a lot more flexibility for easy management and effortless decision making than with the complex administrative processes associated in general with company structures. Second, it's cheaper, because the cost of setting up as an autónomos (rather than a business, such as a sociedad limitada or sociedad anónima) is significantly lower, both initially and ongoing.

Then, it makes business affairs easier as the autónomo system is so simple and straightforward in terms of taxation, invoicing, and legal aspects. Lastly, as none of the co-founders are individually incorporated, and because only the individual derivative for the are registered separately, personal financial risks and rewards are fairly equally distributed and shared as in Efficient Sharing of Risk.

The chosen structure is not a business or sociedad proper, even though there were two co-founders. Rather, the two founders work side by side pursuant to a joint agreement, retaining their financial individuality and sharing economic interests.

8.2 Shareholders Agreement

As there is no legal partnership or corporate entity, there is no traditional shareholders agreement. However, an internal collaboration agreement signing (known as the acuerdo de colaboración) has been made detailing the terms of the collaboration between the two co-founders.

Both autónomos will share the proceeds of the commission based transactions 50/50 according to this agreement. They had agreed from day one to share all business

expenses equally, for marketing, office rent if there was any, and other overhead costs. This equity of roles within the organization is established by both founders' dedication to the day-to-day operations of obtaining clients, servicing customers, and administrative duties.

Both conditions in the agreement are that if there are problems, they must be solved in friendly negotiation and, if necessary, in mediation. It also sets out a withdrawal plan that specifies the terms of the relationship's voluntary termination, like the length notice must be given and how active client accounts are to be divided.

8.3 Administrative Formalities

In order to operate legally and in accordance, the agency must comply with a range of administrative duties. In Spain, the Spanish Social Security (Seguridad Social) and the Tax Agency (Agencia Tributaria) require everyone who founds a company to be registered as an autónomo. For intermediaries in real estate brokerage services, registration under the professional activity code (IAE) applicable is also required.

All pecuniary operations should be truthfully set out by means of official invoices, which, if possible, shall imply Value Added Tax (IVA). The agency also is required to provide clients with complaint forms (Hojas de Reclamaciones), and to ensure that they understand that they have the right to file a complaint if necessary, as required by law. In addition to complying with the Spanish Data Protection Act (Ley Orgánica de Protección de Datos, LOPD) to ensure the confidentiality and security of the personal data of our clients, the agency is also under a legal obligation to do so.

The agency will also need to ensure that any properties provided for short term rentals are correctly registered with the Registro de Viviendas Turísticas de la Comunitat Valenciana in accordance with regional tourism laws in order to meet local obligations.

8.4 Accounting, Tax and Labor Obligations

Although the co-founders manage the business collectively, they are each accountable for their respective tax and accounting responsibilities as autónomos.

Their obligations include:

Value Added Tax (IVA):

- 21% VAT applies to the service commissions charged
- Quarterly VAT returns must be submitted via Modelo 303

Personal Income Tax (IRPF):

- Income must be reported through quarterly prepayments (Modelo 130)
- An annual tax declaration must be submitted (Declaración de la Renta)

Social Security Contributions:

- Monthly contributions to the Spanish social security system are mandatory
- New autónomos may benefit from a reduced social security payment (tarifa plana) during the first year

Accounting Records:

- Accurate bookkeeping is required, including maintaining records of issued invoices, expenses, and bank transactions

Labor Obligations:

- As there are currently no employees besides the two co-founders, there are no payroll obligations

- Should future hiring occur, the agency would need to comply with Spanish labor laws, including employee contracts, social security registration, and payroll taxes

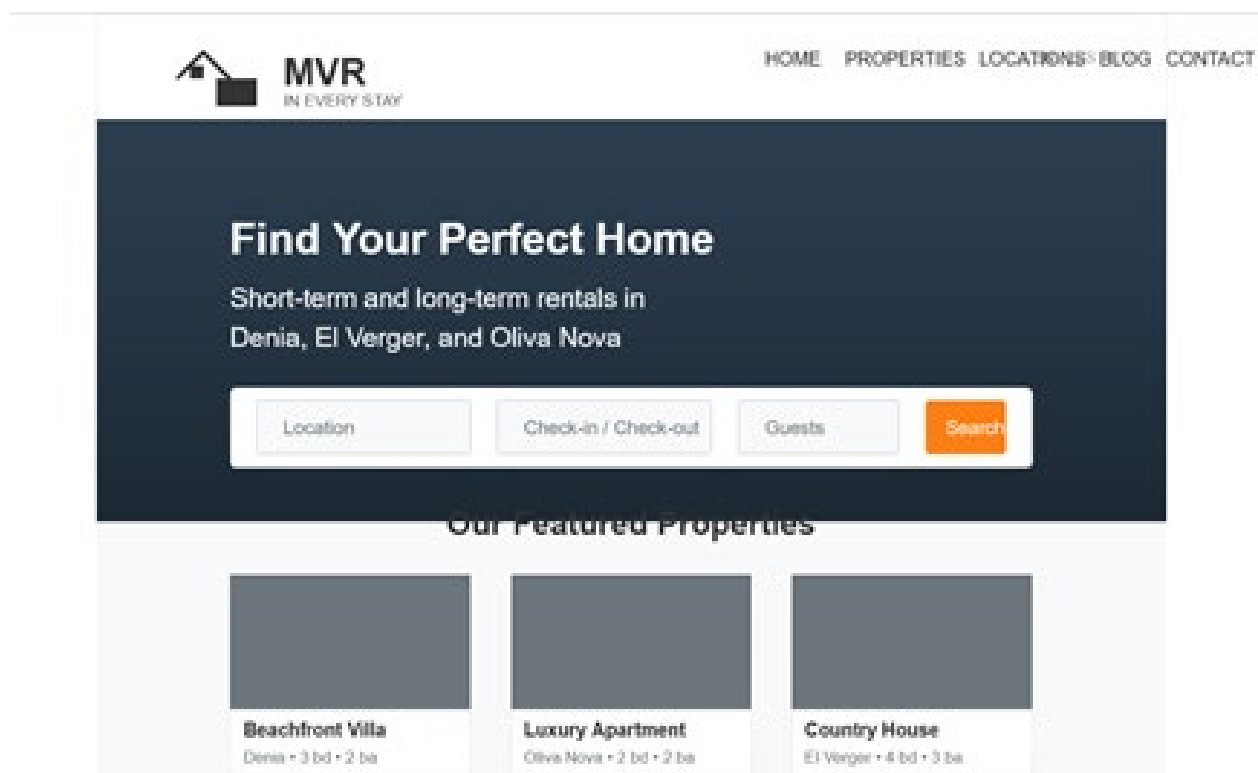
9. Corporate Image

9.1 Web Page

The MVR website serves as the company's digital headquarters. It features:

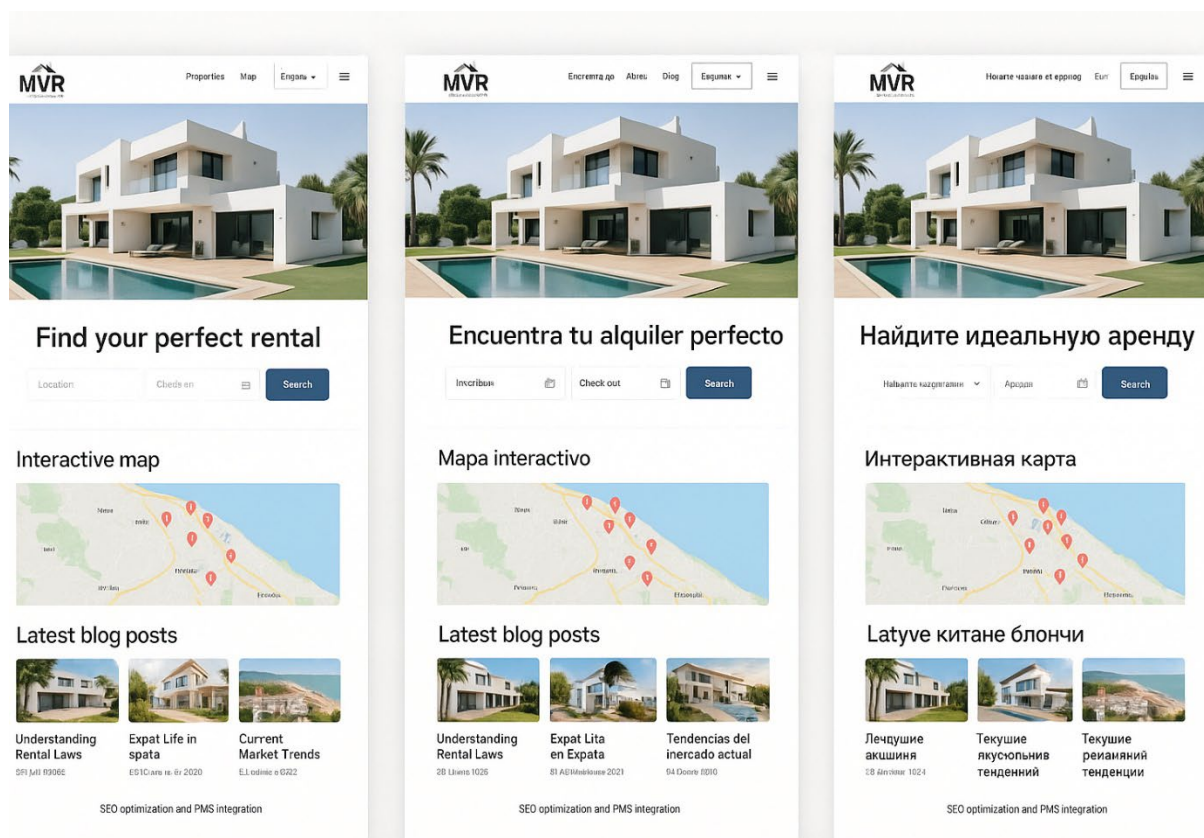
- Multilingual interface (English, Spanish, Russian)
- Interactive property map
- Online booking with real-time availability
- Blog posts with information on rental law, expat life, and market trends
- SEO optimization to generate organic traffic from Google
- Integration with Property Management Software (PMS) to automate bookings, reports, and guest communication

Figure 9 Web-Page 1



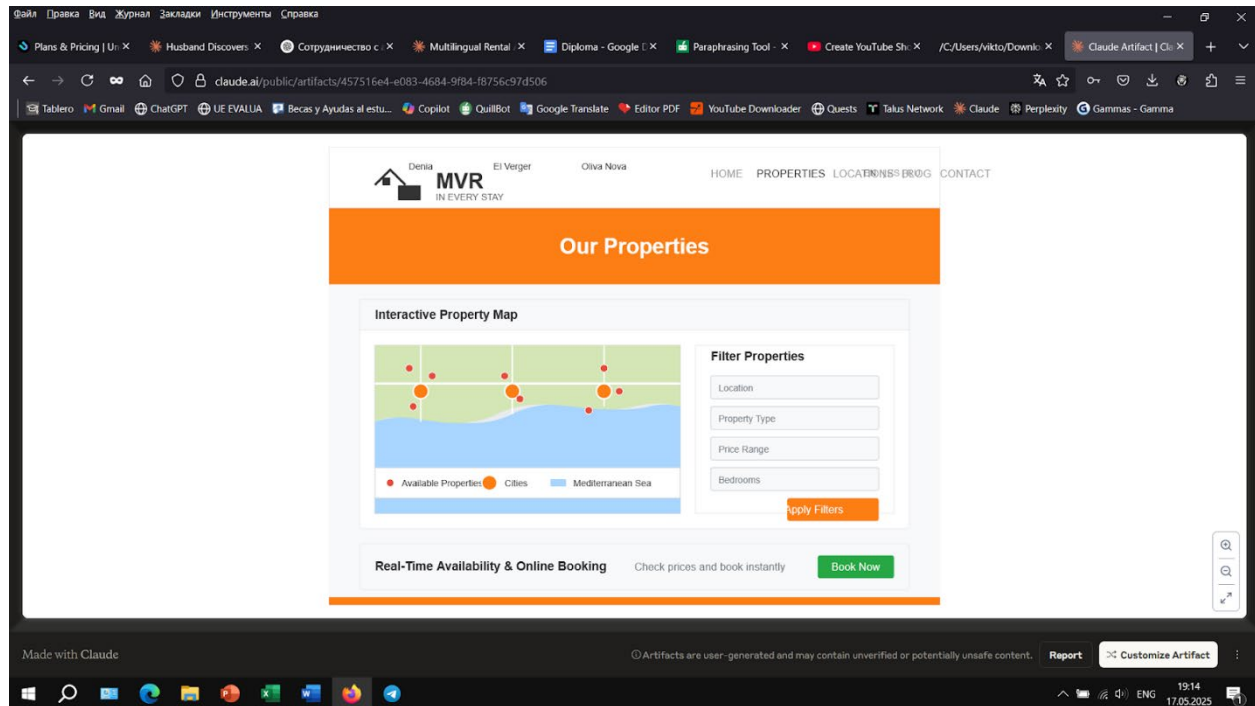
Note. Made by Claude.

Figure 10 Web-Page 2



Note. Made by Claude.

Figure 11 Web-Page 3



Note. Made by Claude.

MVR -mypad-myplace.com Website: Our website is our primary online townhouse rental hub that's designed to provide a smooth and easy on-line experience for both perspective tenant and property owners. In order to maintain smooth communication with our diverse customers, the web site is designed with a modern and responsive layout and is available in 3 languages - English, Spanish, and Russian. This multi-lingual working not only makes immersion more accessible, it also helps to create a bond of trust with clients in other countries, especially those who speak Russian and who so often rely on services in their native tongue while booking a trip abroad. The site's property map is a great tool for property hunters; it provides a visual overview of all the current listings across Denia, El Vergen and Oliva Nova. This makes it easy to compare locations and easy for customers to decide.

The MVR website's booking system is fully intergrated with instant availability so customers can check dates and book, without delay. This is made possible thanks to a seamless communication with the Property Management Software (PMS) that automates the most important operations such as calendar synchronization, guest communication, reporting, and much more. As a result, not only is the booking process faster and more accurate, but there is reduced risk of human error or double booking anticipated. It also features a specific blog which posts relevant information such as rental regulations, expat life and what's happening in the market, so it becomes part of your ecosystem rather than just a booking tool.

The site is also fully optimized for search (SEO) to attract organic traffic from sites like Google so new prospective clients can find MVR online. True to our premium brand, the website offers a professional first impression with a clean look, mobile responsiveness, and speedy loading times. In the Hot Rental Property Market of Spain's coastlines, these elements combined make the MVR website a very powerful machine in lead generation, client management and operational efficiency.

9.2 Branding

MVR's branding reflects its values of transparency, trust, and professionalism, tailored to an international audience.

Name:

The abbreviation of the name "MVR" stands for the first letters of the founders' surnames — Maxim Verk and Viktor Raskatov. It's short, easy to remember and culturally neutral so it works well for both international and national markets.

Logo and Identity:

Alongside large letters reading "MVR" and a house-shaped roof icon, the logo's slogan, "In Every Stay," captures the company's commitment to offering the highest quality rentals to both extended and temporary customers. It illustrates simplicity, transparency, and a housing centered design.

Brand Voice and Messaging:

MVR is more focused on quality of service than sales, and speaks with clients in a friendly yet professional tone. The client-centered, multilingual, and educative promotional content is communicated to clients by social networks, direct communication, or other means.

Positioning and USP:

With a customized style and comprehensive property management, The brand is making itself known as a welcoming, bilingual, service based, establishment. MVR's ultra-recognizable branding helps to confirm the company's expertise in bridging the local rental market with non-Spanish speaking clients.

The value proposition? MVR is one of the few services that offers complete client support in Spanish, Russian and English. The company's multilingual approach lets it

serve non-local customers more cost-effectively and eases the language barrier which often inhibits the interactions of the Spanish rental firms. On the part of the multitude of alien owners and lessees, MVR Facilitates the lease transaction by neutralizing language barriers.

In addition to language access, MVR provides a full line of property management service beyond mere listings. They also manage maintenance, marketing, guest communication, compliance, and finance reporting. This all-inclusive model delivers peace of mind for property owners and a seamless rental experience for tenants.

Another key strength is MVR's deep understanding of local law and global client requirements. Immigration, visa and documentation questions, to immersing into a new culture, the founders own experience as expatriates means they understand the clients' needs. Due to this bifocus, MVR is able to bring a more personalized approach and clients receive superior service.

The coastal Comunidad Valenciana towns of Denia, El Verger and Oliva Nova remain the MVR geographical heartland after all. Thanks to their increasing popularity among expat residents, these neighbourhoods make for an ideal home for a niche rental company focused on the expat community. The local know-how and local networks also make it in a position for MVR to also thrive in this sector.

9.3 Quality Management

Quality is at the heart of MVR's business model. To insure that the highest level of service and performance is delivered in all properties and with all clients, the company employs a comprehensive, multi-leveled quality management system.

1. Standards and Inspections of Property

Before they are added to the portfolio, each MVR property is extensively vetted. This consists of client expectations, legal documentation and physical requirements. Regular checks are scheduled to ensure continued compliance.

2. Quality Education and Professionalism of the Staff

All agents undergo continuous professional training with MVR, that includes the use of new digital tools, the new law on property regulations, customer service and negotiation tools.

3. Positive Feedback and Socio-technical Evolution

For each stay, an automated survey collects feedback from clients. Every three months, data is analyzed to identify and respond to persisting issues.

4. Compliance and Documents: opening with concrete, and the closure shall be fully protected to the wall of the structure as required by law. Each rental is underpinned by explicit, lawful contracts. MVR compliant to data protection legislation, guest registration guidelines and Spanish housing laws.

5. Use of Technology for Quality Control

Advanced PMS systems are used to ensure consistency in all listings and services and to automate procedures.

9.4 Social Responsibility

Social responsibility is a fundamental component of MVR's long-term commercial viability, not a side project. Every aspect of the business's operations incorporates social, ethical, and environmental factors.

1. Supporting Local Economies

MVR collaborates with local cleaners, contractors, and assistants. This generates jobs, improves service quality, and builds community trust.

2. Accessibility and Inclusion for Immigrants

The company provides multilingual support and helps foreign clients understand

Spanish rental procedures and local legal requirements.

3. Ethical Business Conduct

MVR maintains a no-hidden-fees policy, ensures transparent contracts, and includes fair dispute resolution terms in every agreement.

4. Environmental Consciousness

Steps include paperless documentation, recommending eco-friendly products, and encouraging the use of smart home technologies.

5. Promoting Long-Term Tourism Sustainability

MVR educates guests on respectful tourism, avoids overregulated areas, and ensures full legal compliance to minimize disruption in host communities.

9.5 Roadmap

By the end of **2025**, MVR will fully implement dynamic pricing and property management systems across all listings. The goal is also to reach 30% of bookings through the company's own website.

In **2026**, the portfolio will expand to 75 properties, and MVR will enter a second region such as South Costa Blanca.

In **2027**, MVR will launch a dedicated mobile app for property owners and tenants.

By **2028**, MVR plans to add 10 luxury rentals and increase the average rental price by 15%.

In **2029**, 40% of the company's clients will be international, especially from the EU and Eastern Europe.

9.6 SMART Goal

Specific: Grow the managed property portfolio from 50 to 75 within one year.

Measurable: Sign at least 25 new property management contracts.

Achievable: Use digital marketing, referrals, and partnerships to reach new clients.

Relevant: Expanding the portfolio will increase revenue and solidify market position.

Time-bound: Target date for completion is March 31, 2026.

10. Conclusion

A comprehensive approach to initiate and grow MVR a multilingual rental business serving the coastal communities of Denia, El Verger and Oliva Nova in the Comunidad Valenciana region of Spain has been developed in the form of a business plan. We have considered competition analysis, market dynamics, legal matters, and strategic placement are all part of the process, and the yield is a sound, logical business plan that balances innovation and feasibility for success.

Countless tourists and refugees come to Spain each year, with Spain's Mediterranean coast being the most popular choice. Rising number of digital nomads, expats and property investors around the world in post-pandemic world created demand for reliable and customer-centric rental services. MVR is well placed to fill this gap, as there are relatively few full-service management and multilingual agencies in the region.

Not only is this workable, it demonstrates MVR is in keeping with market trends that are here to stay. MVR does brilliantly to bridge the logistical and cultural gap between overseas customers and the Spanish rental market thanks to offering their services in English, Spanish and Russian and putting the delivery of quality service, transparency and customer satisfaction at the heart of everything they do. The company offers full-service property management services that include marketing the property, pricing the homes, guest communication, legal compliance, and maintenance coordination - not just a basic listing service.

Competition - The rental market does have competition, however the market study section demonstrates there is a significant open space available for a multilingual niche to exploit. MVR stands out because to its unique differentiation strategy which entails the delivery of customized, full-service experience to the customers that appreciate professionalism, convenience and trust. The analysis confirmed certain strengths (multilingual support and premium branding), while also pointing out the agency's strong dependence on external platforms and the risks of relying on the seasonal demand.

As per the market research section, the multilingual niche is still largely untapped even if the rental market is saturated. MVR stands out particularly due to its exclusive branding strategy, delivering meticulously curated, full-service experiences to clients that appreciate professionalism, convenience, and confidence. While the SWOT analysis verified the agency's strengths (including strong brand and brand awareness; bilingual services, convenience, and location), it also highlighted the need to reduce reliance on outside entities (online third party reservation system) and mitigate the impact of seasonality.

Marketing and Commercialization The Marketing and Commercialization section highlighted the importance of MVR's customer acquisition channels and web presence. It is user-friendly and optimized to be search-engine friendly (SEO) and allows the website to be a hub for direct reservations and customer service. For the brand identity and the audience, content marketing, multilingual communication and social media efforts are of course a way to reinforce the brand identity and extend the audience. All communications focus on reliability, great customer care and suaveness - values the audience was attracted to.

Operationally MVR is based on scalable, slim processes. If the founders operate it as their primary business and hire out local cleaning services, repairs or guest caretaking, the business can grow in a natural way that doesn't compromise quality control. Smart technologies, cloud based systems and regular property inspections also help to maximize efficiency and visitor satisfaction.

Consciousness of the surrounding area and environment is very important for MVR as well. The firm is actively promoting the long-term sustainability of housing and tourism in the region by offering inclusive and accessible rentals for immigrants, promoting the use of eco-friendly products, endorsing legal use of rentals, and with the use of local contract labor. MVR offers a more holistic view of growth as a contribution to the community, and not just a financial one.

We defined concrete milestones in the Roadmap, like achieving 75 properties, launching a mobile app, or expanding into new geographies, accompanied by SMART goals and clear KPIs. These targets are readily achievable and stretch and are a function of operational capabilities and market intelligence.

The process of putting together this business plan has made us realize how challenging it can be to start a real estate company in a different country. Coordination of all elements from branding to customer service, pricing strategies and legal and tax considerations is necessary. “But it has also highlighted the fascinating possibilities that arise when you solve real-world problems for real people.

In conclusion, MVR provides a solution to landlords in need of a reliable partner, immigrants eager to find a reliable home, and travelers in need of a hassle-free stay. It is not just the rental agency. MVR is ready to embark on its way to becoming a significant Spanish rental-market steamroller that takes no prisoners. With its strong brand, irreverence, and its socially anchored business model, MVR has what it takes to become a major player in the Spanish rental game.

As well as a corporate development trip, the foundation of the project provides a personal and professional adventure in entrepreneurship, cross-cultural dialogue and real estate design. It's MVR's ability to square what its clients want with what its founders idealized that makes it not only viable, but also useful.

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