



THE TURQUOISE COLLECTION

Exclusive holiday escapes in Turkey

PROPERTY OWNER SERVICES

Marketing, holiday lettings management & guest services



INCLUDE YOUR KALKAN VILLA OR APARTMENT IN THE TURQUOISE COLLECTION

More market exposure, better occupancy and professional in resort and pre-departure guest services.

Established in 2008, The Turquoise Collection brings in excess of 3000 guests to Kalkan each year and is now actively seeking to further improve the scope of our offer to guests by adding more of Kalkan's best villa and apartment accommodation in premium locations.

As Kalkan property owners offering your villa for holiday rental, you will want the best return from your investment, happy guests that enjoy their stay and recommend, in addition to the reassurance that there is somebody looking after your villa and providing a professional and effective service to yourself and your properties' guests.

The Turquoise Collection offer a complete management service to owners which takes care of these important aspects of offering your Kalkan property for holiday rental, and we believe, the best marketing and service proposition of any operator.

MARKETING

The Turquoise Collection's new website offers a wealth of information, inspiration and choice. The site runs to over 500 pages, and many of the resource/information pages within are ranked number one by Google for their depth of content, generating thousands of "organic" hits on our website. We also have a page one ranking for all the most important search phrases such as "Kalkan villas," "Kalkan apartments," and "Kalkan holidays."

In depth property descriptions, location information/mapping and professional high resolution, full size images present your property in the most compelling and informative way to those looking for Kalkan holiday accommodation. Website users can book online easily and quickly at any time, improving our enquiry conversion rates and occupancy. Navigation through our site is intuitive, and finding the ideal property in a preferred location could not be easier with our live availability search by property type and Kalkan region on every page of our site. We also offer a range of additional services which can be booked on our website (such as car hire, transfers, additional equipment for children and babies, and private gulet charters) and our complimentary concierge service is available to all Turquoise Collection guests, both pre-departure and in resort.

Have a look for yourself: www.theturquoisecollection.com

Properties in the Turquoise Collection are also advertised on Holiday Lettings, Owners Direct and others to ensure your property has the widest possible exposure to those wanting to book a Kalkan holiday.

STAYING CLOSE TO OUR CUSTOMERS

The Turquoise Collection connects very effectively with those considering a Kalkan holiday, as well as our previous guests. We use social media and a monthly newsletter to our large, subscribed database to inspire, inform and share ideas.



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OUR BRAND

“Exclusive Holiday escapes in Turkey”

The Turquoise Collection offer what we consider to be the most exceptional Kalkan holiday accommodation in premium locations; chosen to fulfil and exceed the expectations and aspirations of guests holidaying in this part of Turkey. We know Kalkan, its people, culture - and the many opportunities for fun, excitement and relaxation - well, and we want to share this with our guests. We do so with extensive pre-departure information, the “experience” section of our website and social networking. Our concierge service encourages our guests to make requests of us that are tailored to their exact holiday needs and because we work so closely with many Kalkan service providers, we can invariably deliver on those requests.

This is all part of our philosophy of inspiring and informing our guests, who trust us to offer a hand-picked collection of the most desirable Kalkan holiday accommodations in the best locations.

OUR SERVICES TO OWNERS

In the competitive Kalkan rental market, presenting your property in the most compelling and descriptive way is paramount, as well as marketing it to the widest audience possible. Our marketing service comprises:

1. MEDIA AND PROPERTY DESCRIPTIONS

Our website uses large, high resolution photography to present your property at its very best. This, as well as detailed property descriptions, inspires guests’ confidence in making the right choice and confirming a booking. It is therefore important that we produce professional, well considered images, which are updated frequently along with compelling, detailed property descriptions. This service is included in our offer to owners.

2. MARKET EXPOSURE

The Turquoise Collection's website has high, page one Google rankings for all of the most important search phrases - plus hundreds of others - used to find Kalkan villas and apartments for holiday rental, or Kalkan holidays as part of an ATOL protected package including flights. We also advertise on Holiday Lettings, Owners Direct and others to ensure we give property in our collection exceptionally wide exposure. In addition, we generate thousands of visits every month to our website through our social media activity and direct mailing of our large database. Once on our website, users stay longer and look at more pages than the industry average.

3. GUEST SERVICES IN KALKAN

The Turquoise Collection representatives based in Kalkan are available to our guests throughout their stay, and visit within the first 24 hours of arrival. Our staff provide advice and ideas on the many ways to enjoy time in Kalkan and the surrounding area, as well as a range of in resort services to meet the needs of our guests. They are also there to resolve any problems that may arise. Our staff liaise with maintenance and cleaning companies in Kalkan to ensure property maintenance and presentation is to a high standard.



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4. BOOKING ADMINISTRATION

The Turquoise Collection deals with all aspects of booking administration, including:

- Responding to enquiries by phone and confirming details by email;
- Enquiry management system to follow up enquiries and maximise our enquiry conversion rate;
- Making arrangements for the provision of a range of extra services, including car hire, transfers, gulet charters and equipment for young children and babies;
- Helping guests with flight arrangements;
- Detailed pre-departure information;
- Security deposit administration;
- Guest lists to maintenance/cleaning companies and our Kalkan office;
- Collecting funds due from our guests and accounting to owners monthly by BACS transfer for completed lets;
- Gathering guests' feedback about their stay and sharing it with property owners to fine tune our offer and maximise occupancy.

5. WORKING WITH OWNERS

We believe that a collaborative approach with owners gets the best results. We have a wealth of experience and knowledge to share with our owners about the practicalities of Kalkan property ownership, taxation and what appeals to our target market in terms of furnishings and villa amenities.

We make it easy for our owners to stay at their own property by not insisting that specific periods are blocked out exclusively for the use of our guests. Instead, we simply ask that if you wish to arrange to stay at your villa, you let us know, and - so long as there is availability - we will create an owner booking at no cost to you.

We send owners a rental income statement at the end of each year in a format ready to submit to the Turkish tax authorities, if required.

OUR FEES

The Turquoise Collection deducts commission from owners' rental income for completed lets and charges no upfront fees. Contact us to discuss how to include your villa in the Turquoise Collection, and our commission rates for your particular property.

To discover more about how to include your Kalkan villa in the Turquoise Collection, please email martin@theturquoisecollection.com or phone Martin Bligh on +44 (0) 1449 770811.

