



The Red House Company

# Company Profile



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## The History

The Red House Company was founded in Venice in 2009, through the managerial experience of Caroline Guccierato and Marco Malafante. “Red House” is the name of the very first property that we set up for tourist rental. After years of constant growth and development, the company now manages more than 40 prestigious properties. The objective of the company is to enhance real estate investments in the city of Venice, offering new service standards to both visitors and homeowners.

In order to achieve this, The Red House Company has focused on the combined development of technology and corporate culture, with constant investment in research and a regular update of staff training.

Caroline Guccierato comes from the world of associations: at the age of 28, she became the youngest female executive of Confindustria. Subsequently, she obtained a postgraduate Master’s degree in Business Administration from Bocconi University.

Marco Malafante worked in the management of the sales department of international companies, holding the role of Country Manager and Executive Board Member for Bell Microproducts.

In 2014, coming to manage dozens of different houses, Marco decided to take part in international fairs of the tourism and rental

housing sector, which is subject to growing technological development. Thanks to this intuition, The Red House Company came into contact with a community of more than 6.000 American and European companies operating in this market, finding an international meeting ground that has led the company to invest in technologically advanced products. In fact, since 2014, The Red House Company has become the most technologically advanced tourist rental company in Italy.

The Red House Company has further grown in recent years, as has the number of its loyal customers, pleased with the increased offer and quality of the service. House guests are diverse and varied: from young traveling couples drawn by the quality-price ratio that is most unusual for Venice, to people who combine work with the pleasure of a unique context, to visiting professors from universities and foundations, and to exhibition curators and collaborators linked to the activity and life of the Venice Biennale pavilions.

The Red House Company is becoming a point of reference in Venetian cultural industry: art galleries, institutions, museums, etc. The number of those who turn to Caroline and Marco to guarantee the best hospitality for visiting artists and art world operators is expanding.

For the same reasons, The Red House Company also has many loyal business customers: in fact, companies are used to working with an

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Exchange, beauty, and hospitality:  
the greatness of Venice has always been  
founded on these values,  
which we have made ours.

Caroline Guccierato

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#### OUR VALUES

curiosity, enthusiasm,  
courage, trust, integrity

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interlocutor who is fluent in the international language of “Business to Business”; a company profile that is as rare as it is appreciated in the panorama of the Venetian tourism industry.

2017 was yet another year of growth and development. The goal of The Red House Company for year 2018 is to consistently follow the corporate vision: further increasing the number of bookings, on the one hand, while also increasing the profits of the customers who have entrusted them with the management of their homes, on the other.

At the heart of the strategy for the coming year is the development of an effective communication project aimed at trimming the amount of unsold dates, and optimizing the proposal of last-minute offers thanks to cutting-edge software for the dynamic variation of prices in relation to market

demand. In the last four years, The Red House Company has sponsored international cultural events organized by the Centro Studi Veneziani del Governo Tedesco.

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## Enjoy your dream

An experience that begins even before arriving

### Quality for guests – Affordable Luxury

In the last ten years, the web has revolutionized our way of traveling. In eight years of activity, The Red House Company has collected more than 5.000 positive reviews from its guests. Over 25% of these are returning customers: a level of loyalty that is strongly above average, especially for a city like Venice. This is thanks to what Marco Malafante likes to define as “Accessible Luxury”.

“Accessible Luxury” guarantees an impeccable tourist experience, right from the moment of booking: the traveler is able to visit the apartments by exploring them from his own home computer, through a 360° immersive virtual tour of the accommodation. The pleasure of relying on The Red House Company is supported by its all-inclusive offers, which are in contrast with the unfortunately widespread practice of “additional services”: the customer can fully enjoy his holiday without worrying of any surprises.

Once he has arrived in Venice, the guest will find an immaculate home, perfect in every detail, and the team of The Red House Company ready to advise and assist him. This also includes a welcome kit, with the availability of a Tablet with which to easily buy tickets and schedule itineraries and activities.

The pleasure of the extraordinary experience of living in a Venetian house, combined with the professionalism and safety guaranteed by a reliable service: this is true luxury according to Caroline and Marco.

### Quality for homeowners – Corporate Culture

The Red House Company is structured in order to take care of every aspect of the management of the apartments, by working directly with an inside staff and not delegating anything to external companies.

The goal is to set new standards in the tourist rental market, thus increasing the value of the financial return of the apartments.

These are the strategic points:

- corporate organization
- careful staff training
- constant technological updates

The corporate organization of the company’s work provides that each person in the company organizational chart (from administrators to house cleaners) also takes part in a production process oriented toward the achievement of maximum profit, through the optimization of available resources: an essential factor in the achievement of growth and development. This guarantees the quality of the guest’s experience, and guarantees that the apartment remains clean and functioning thanks to regular maintenance and quality controls.

Constant technological updates are also a crucial aspect in a market that has exponentially grown thanks to the revolution brought by the internet and the web to the sectors of tourism and traveling.

We do not simply rent houses,  
we deliver dreams;  
and we are able to deliver them  
by investing in research and technology.

Marco Malafante



Red House is the first company in Italy to have a Revenue Management system that is able to dynamically manage listings in relation to market demand. Thanks to this **Dynamic Pricing System**, The Red House Company is able to adapt the price of apartments in real time.

Having lost the rigid seasonality of tourism, a dynamic system of price adjustment allows to increase the number of bookings and to find a place in the growing “Last Minute Booking” market.

This commercial strategy, accessible to large airlines and hotels, is now available in the tourist rental sector, and this naturally implies an increase in the annual profit of the rented apartments.

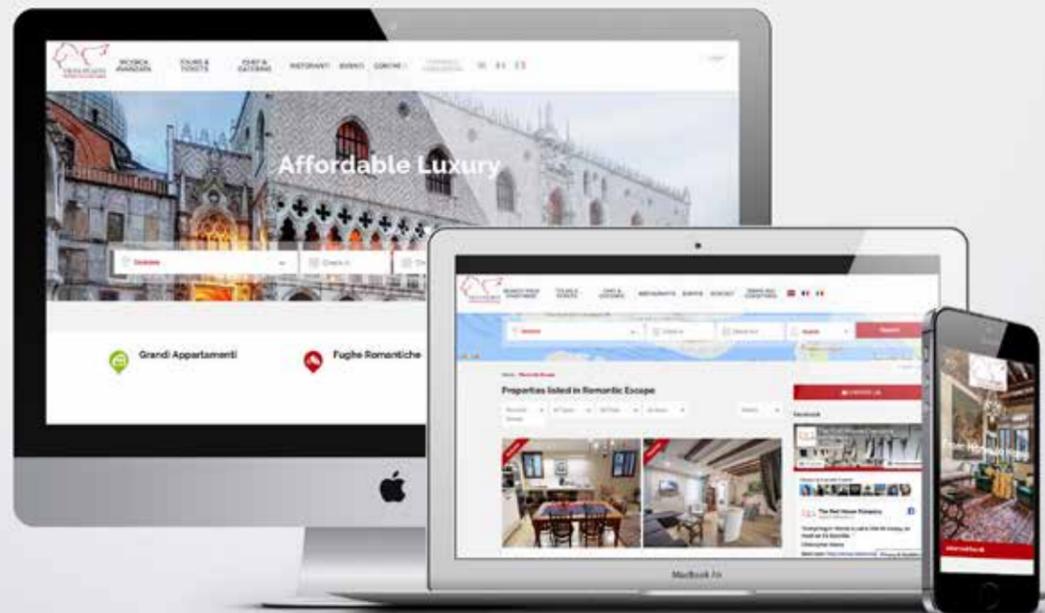
The actual experience of travelling, though, begins long before the guest arrives in the city: it begins when booking. As further proof of the company’s investment in marketing technologies, The Red House Company is in fact the first in Italy to use a state-of-the-art **Virtual Reality System** able to help the visitor actually explore the proposed apartments; an experience that is comparable to a real visit, thanks to technologies that bring together laser measurements and 360° photography.

Already at the time of booking, the customer is able to literally navigate in every corner of the apartment. The effect is so engaging that even a business and technology magazine like Forbes has spoken of it enthusiastically.

All this is possible only thanks to a considerable and regular investment in research and development: a commitment that cannot be dealt with by a single owner but that is within

reach of a reality like The Red House Company, which manages more than 50 apartments in the city of Venice.

When professionalism and technology come together with an extraordinary product (the experience of living a few days as a true Venetian), all parties involved profit from it: the traveller, who receives many valuable services at a reasonable price; the owner, who sees the profits from his apartment grow every year; and Venice, since the city finds sustainable financial and cultural resource in the guests of The Red House Company.

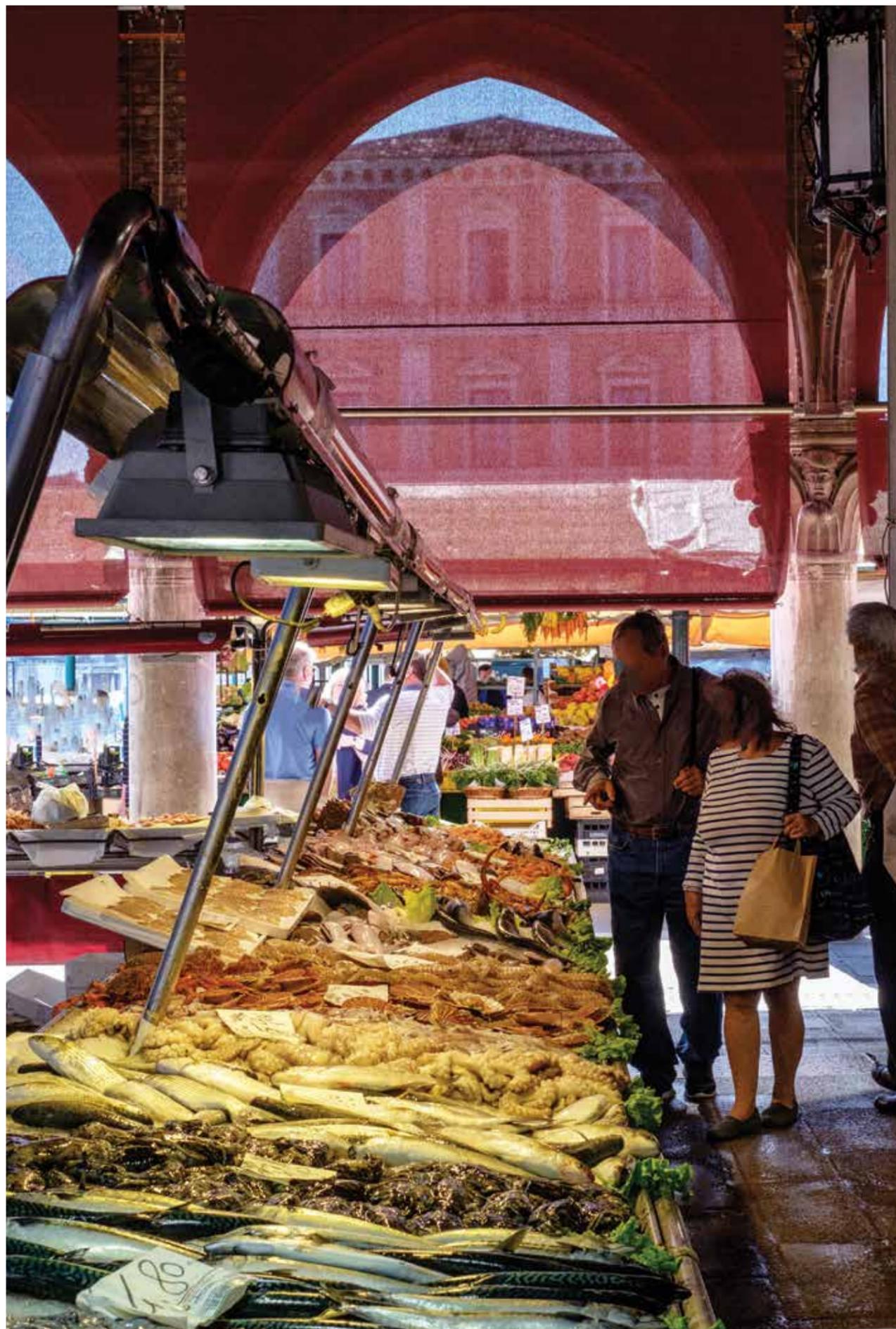


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## MISSION

The Red House Company believes in quality tourism for the benefit of local activities, which are an important part of a city’s cultural assets. We work to offer excellent and dedicated services every day. Our company results from the work of a team in which each person collaborates to best welcome guests, make hospitality unique, and enhance property value.

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## Quality in Venice

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### — Healthy Tourism —

Unlike most tourists in the city, The Red House Company guests are an actual asset to Venice's financial and social fabric.

Different types of tourists that are specific for the city of Venice are:

- **Day Trippers:** arriving by bus or by boat, they shop and buy very little and have the city deal with most management costs (like garbage disposal).  
*Time of stay: 0 nights.*
- **Cruise Trippers:** having booked their overnight stay on cruise ships, they disembark in the city following targeted stops and objectives, mostly returning to the ship to eat and relax.  
*Time of stay: 1-2 nights.*
- **Hotel, inn, and B&B guests:** these visitors tour, sojourn, shop, eat, and sleep in the city, positively affecting the local economy.  
*Time of stay: 1-3 nights.*
- **Guests of The Red House Company** apartments are actual equivalents to residents: naturally inclined toward a "Truly Venetian" experience, through our inside recommendations guests make the most of neighborhood stores,

shops, and markets. In short: they buy local. For many commercial activities that still resist in the territory, The Red House Company guests can make a difference between remaining open and having to close.  
*Time of stay: 6 nights.*

What does the city of Venice gain from this? First of all, it benefits from the support of its peculiar lifestyle, which is one of its kind in the world.

In more concrete terms, the city benefits from a financial return of its commercial activities. Making an estimate of a € 150 average of daily spending budget of each Red House guest, we can calculate that the city indirectly receives more than € 4.500.000 each year, between shops, restaurants, museums, etc. To which The Red House Company then adds € 40.000 in annual City and Tourist Taxes.

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Caroline Gucchierato

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