



JUNGLE LUXE  
MANAGEMENT PROPOSAL



# Jungle Luxe

## ABOUT US

Jungle Luxe was founded on a vision that Tulum deserves a hospitality brand defined by design excellence, operational discipline, and enduring perspective. Established in 2022, the company has evolved from a boutique concept into one of the most design-forward and strategically positioned hospitality groups operating on the ground in Tulum today.

Immersed in the daily rhythm of the Tulum market, over the past three years, we have developed a refined understanding of guest psychology, owner priorities, construction standards, regulatory nuance, and the evolving cultural landscape of Tulum. This intelligence shapes every layer of our work, from revenue strategy and portfolio curation to architectural direction and guest experience.

Jungle Luxe exists at the intersection of luxury hospitality, real estate investment, and bespoke design. We are more than a management company. We curate a selective portfolio of villas defined by architectural integrity and long-term performance, while also designing and building custom residences, repositioning assets to unlock higher yield, and advising investors with a disciplined, structured approach to the Tulum market.

We believe elevated hospitality is intentional. It is built through thoughtful design, precise execution, and unwavering brand stewardship — creating a luxury brand in Tulum designed to endure for years to come.





*your asset.* YOUR  
REVENUE. *your peace*  
*of mind* PROTECTED.

# Licensing + Legal Compliance

OPERATING LEGALLY IN TULUM  
IS NOT STANDARD. IT IS RARE.

The majority of property management companies operating in Tulum do so without proper licensing — exposing owners to regulatory risk, tax liability, and the very real possibility of forced closure. Jungle Luxe holds full operating licensure in Tulum, meaning your property earns revenue legitimately, your guests are protected, and your asset is insulated from the regulatory exposure that affects the majority of the market.

For owners who have invested significantly in Tulum real estate, legal compliance is not a detail — it is the foundation everything else is built on.



# JUNGLE LUXE

BUILT ON THE GROUND

## Deep market Intelligence

Tulum is a complex and highly nuanced market. Over the past three years, Jungle Luxe has operated fully on the ground — navigating tourism cycles, regulatory evolution, infrastructure realities, and the true lifecycle of luxury villas in a coastal jungle environment. Our decisions are informed by lived experience, not theory.

## Structured Operations

Our team oversees maintenance coordination, vendor accountability, cleaning quality control, and preventative systems designed specifically for climate-intensive properties. We do not operate reactively. We operate on defined workflows that protect asset integrity and reduce long-term risk.

## Revenue + Asset Performance

Dynamic pricing, seasonal demand positioning, and ongoing cancellation analysis allow us to strategically optimize ADR while protecting occupancy. Every property is positioned intentionally within its tier to maximize long-term performance rather than short-term volatility.

## Guest Experience + Brand Control

Elevated hospitality requires structure. From pre-arrival communication to concierge coordination and in-stay protocols, every touchpoint is managed with clarity and consistency. Review monitoring and reputation management are treated as strategic brand assets.

## Owner Strategy + Financial Clarity

We provide transparent monthly reporting, structured communication through our portal, and ongoing performance reviews. Beyond management, we guide reserve planning, compliance coordination, and long-term asset strategy to ensure stability and growth.

# Performance Outlook - Villa

## PROJECTED RETURNS + ASSET STRATEGY

### YEAR 2 - PREMIUM TIER OPTIMIZATION

Blended ADR: \$TBD  
Occupancy: 60-70%  
Projected Revenue:  
TBD based on asset/design

### WARRANTY COORDINATION

During initial ownership, we document issues, coordinate directly with builders and contractors, and track follow-through

### YEAR 1 - STABILIZATION + MARKET ENTRY

Design refinement, pricing calibration, and disciplined positioning within a competitive villa category.  
Blended ADR: \$TBD  
Occupancy: 50%  
Projected Revenue:  
TBD based on asset/design

### MAINTENANCE + RESERVE STRATEGY

Luxury villas in Tulum require proactive reserve planning due to humidity, hard water, and commercial usage intensity. Structured allocation protects long-term performance and prevents deferred capital strain. Year 1 6% Year 2 9%

### NET PERFORMANCE + LONG TERM VALUE

Gross revenue is only one indicator of success. True performance reflects disciplined expense management, proactive maintenance reserves, and strategic rate positioning that protects both asset condition and brand perception.



## Management Architecture

### DESIGNED FOR PERFORMANCE

Jungle Luxe operates on a performance-aligned fee structure. Our base management fee is calibrated to your property tier — and structured to scale with your revenue growth. We do not charge a flat rate regardless of results. When your property performs above benchmark, our fee reflects that success. When it doesn't, you are protected.

This model exists because we are selective about the properties we take on. We only partner with owners whose assets we are confident we can perform with — which means our incentives and yours are fully aligned from day one.

Exact fee structure is presented during your property assessment with our team.

### WHAT STAYS FIXED

- 12-month initial partnership term
- 1,000 MXN monthly consumable fee
- 800 MXN monthly technology fee



# The Jungle Luxe Launch

## ZERO START UP FEES

To remain competitive within the Tulum market and align with current management offerings, Jungle Luxe proposes zero upfront startup costs.

Included at no additional onboarding charge:

- Luxury Launch Media Package (professional photography and short-form video assets)
- Signature Scent Program installation and diffuser
- Initial branded Jungle Luxe soap set
- Listing optimization and OTA positioning setup
- Revenue forecasting and pricing configuration

## Annual Media Activation Program

Up to 7 total nights per calendar year allocated for structured marketing activations.

- One 3-night activation
- One 4-night activation
- Scheduled during approved low or shoulder season windows (No Dec or January dates)
- Professional content deliverables with usage rights for marketing campaigns

These elements are integrated into the 12-month partnership structure rather than billed as separate startup fees.

# What's Included

## THE JUNGLE LUXE STANDARD

Our management fee reflects comprehensive stewardship of your villa — operationally, financially, and strategically.

We oversee the full guest lifecycle, from pricing strategy and platform positioning to structured communication, concierge coordination, and in-stay support. Each reservation is managed within defined protocols designed to protect both brand integrity and asset condition.

Operationally, we coordinate cleaning teams, supervise vendors, and implement preventative maintenance systems tailored to Tulum's climate and construction realities. Maintenance is approached as asset preservation, not reactive repair.

Through dynamic pricing, seasonal calibration, and ongoing performance analysis, your villa is positioned intentionally within its competitive tier to optimize long-term returns.

Our role is not simply management — it is active stewardship, ensuring your property is protected, positioned, and guided within a disciplined luxury framework.



# Next Steps

## 01 ALIGNMENT + PROPERTY REVIEW

We review your property, assess its current positioning, and confirm mutual fit. This typically takes place within 5–7 days of your initial conversation with our team.

## 02 FORMALIZED PARTNERSHIP AGREEMENT

We prepare and present your partnership agreement for review. Most owners execute within one week. We handle all documentation.

## 03 ONBOARDING + ASSET DOCUMENTATION

Our team conducts a full property audit, documents your asset, coordinates any pre-launch recommendations, and builds your operational profile. You don't need to be present.

## 04 CURATED MEDIA PRODUCTION

We schedule and execute your Luxury Launch Media Package — professional photography and short-form video — designed to position your property at the top of its category.

## 05 LISTING LAUNCH / MARKET POSITIONING

Your property goes live across all platforms with optimized pricing, a calibrated listing, and full revenue strategy in place. From here, we handle everything.





## Questions? Reach Out

### CONTACT US

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Please note our office hours are Monday -  
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