



S I N C E 1 9 8 5



HOLIDAY
RENTALS



CONCIERGERIE



PROPERTY
MANAGEMENT



SALES



MANAGEMENT



contents

- 1 **GSI professions**
Sales, holiday rentals, property and rental management
- 5 **GO SAVE & IMPROVE**
Respecting the mountains together
- 6 **Renovation commitments**
Renovation, a market requirement and essential for the Furnished Lettings Label
- 7 **Furnished Lettings Label**
A whole host of advantages!
- 8 **Major dates for GSI**
- 10 **Rental property management**
- 12 **All change at GSI**
- 14 **A textbook case**
Le Ridge, a residence concept defining new roles for estate agents
- 16 **GSI Magazine**
An educational tool



GSI professions

SALES, HOLIDAY RENTALS, PROPERTY AND RENTAL MANAGEMENT

New legal frameworks such as the French ALUR and ELAN laws have forced property sales and management professionals to reinvent themselves. GSI has chosen to use this increased complexity as a chance to develop new forms of expertise and offer its clients innovative products.

Property sales

GSI has been a property sales expert in the Tarentaise region since 1985, and considers alpine estate agents as a human resource for its clients now more than ever. Each agent draws on their knowledge of the region and tax and legal developments to play a facilitating role in sales and acquisitions. Comprising 11 passionate, experienced people, the GSI sales service has successfully adapted to the changes in the estate agent profession. Qualified to carry out all types of sales (from commercial properties to luxury chalets) across all sites for a French and international clientele, this service has integrated new sales methods and understood clients' increasingly high expectations. It also manages all formalities including drawing up preliminary sales agreements, mapping out financing plans, and handing over keys.

GSI INNOVATIONS: PARTNERSHIP MANDATES

Developed for owners using the hands-on experience of GSI, Partnership Mandates take into account new sales methods such as individually owned sites and personal networks to optimise property sales. The concept relies on combining the exclusivity of a mandate entrusted to GSI with a vast network of property owners. The sales fees are shared with owners when a buyer is found among their contacts. This flexible, modern solution is based on a win-win approach. •



8 resort-based destinations spread across the biggest ski areas in the Northern French Alps, **1 head office in Moûtiers and 7 agencies** in the Tarentaise region, including **6 GSI agencies and 1 agency** managed by the **Eco Transactions brand**.

200
sales made
in 2019

11
employees
just for sales

A slice of alpine paradise, a GSI speciality!



STANDRET

Rental management

Whether individuals, businesses, or institutional investors, all property owners can count on GSI to take care of all year-round rental tasks and responsibilities. This service has intensified considerably since the adoption of the French ALUR law and is now provided by Eco Transactions to all properties in the valley in an effort remain a key local player for our clients.

There are several levels of service options to meet the needs and expectations of each client. These include carrying out rental value assessments, dispatching tax documents, and drawing up contracts and inventories.●

Find out more at
www.eco-transactions.com



ELINA SIRPAPANTA

Holiday rentals

Boasting one of the highest numbers of client-owned rental flats in the Tarentaise region, GSI relies on its expertise as a local accommodation provider specialised in alpine tourism. Aware of the different possibilities offered to owners looking to rent their properties, GSI provides bespoke mandates based on their needs such as the Dynamic Management mandate.

...

60%

of our clients choose our agencies for the quality of the properties and the care and attention offered by GSI

SOURCE: OLAKALA STUDY - PANEL OF 1,050 RENTERS

14 properties rented per day on average

66 employees including 20 for the Holiday Rental service, spread across 7 sites

1,000 flats & chalets offered for holiday rentals, with more than **3,000** keys stocked and managed

22,500 people welcomed every winter thanks to our agencies

1.5 tons
of blueberry jam gifted to tourists

13,000
co-owners who trust GSI

380 co-owned properties under management

60,000 administrative documents sent every year

In an effort to constantly ensure the legitimate interests of co-owned properties are protected, GSI puts everything into collaborating with the best partners. They include artisans, design offices, architects, lawyers, notaries, bailiffs and insurers, and GSI negotiates access to premium services at reasonable prices.

Via adaptable offerings, GSI looks for suitable guests for its client-owners, while managing the legal, financial and technical aspects of each stay to ensure everything runs smoothly and safely. From managing reservations and welcoming guests to overseeing their stay and cleaning the property, GSI offers client-owners a full range of holiday rental services backed by the professionalism, expertise and experience of its teams.

GSI INNOVATIONS: THE DYNAMIC MANAGEMENT MANDATE

This mandate allows individuals to rent their properties via their own means. As a result, a percentage of the fees are repaid to the owner, who is considered to be a business partner. In order to meet the growing demand for holiday rental services, GSI is constantly developing its Concierge offering

Property management

Among the 66 people working at GSI, 32 are exclusively appointed to the company's alpine property management service.

This is one of the main GSI professions due to its sophisticated nature, high demands given the specificities of mountain properties such as episodic occupation (many are second homes) and the region's unique weather conditions. It creates a trust-based, sustainable, multi-faceted relationship with client-owners, who are generally assisted in the purchase, management and even resale of their property. More than 380 co-owned properties are managed in this way by GSI.

and other services to provide stress-free stays for guests, who can be accompanied from start to finish if desired.

These services include a hotel package (home linens), baggage transfer, shopping delivery, taxi and restaurant reservations, vouchers for reduced prices on ski equipment hire, ski passes and on-demand cleaning. ●

ADVANTAGES

Knowledge of the region and proven experience that ensure owners get the best legal, tax and technical advice for the management of their property.

TOOLS

A clear, concise property management contract based on recommendations from the French National Consumers Council. A personalised information system with cutting-edge features such as collaborative development programs and online payments. This ensures fast, individual and constant access to the main information about the co-owned property such as notifications, powers, and minutes from general assemblies. What's more, there is a single bank account used in the management of each co-owned property. ●



GO SAVE & IMPROVE
AN ECO-FRIENDLY COMMITMENT FROM GSI
100,000

This is the average number of people GSI interacts with every year as part of its activities. Over the last few years, this figure has reflected our employees' natural role as ambassadors for raising awareness about protecting and respecting the mountains.



"GSI began reacting to new environmental challenges in 2016. For the last 2 years, we have been moving things up a gear to make even more of an impact with our clients. The GO SAVE & IMPROVE logo is a symbol of our commitment and our awareness-raising efforts," says Gabriel Mingeon, managing director of GSI.

For each rental, tourists are given a welcome package containing a pocket ashtray and a booklet with 10 eco-friendly habits to adopt in the

mountains. They are all easy, such as turning off radiators and lights when leaving the property, recycling and using other forms of transport instead of cars.

GSI's awareness-raising initiative also applies to property owners, with advice and assistance for heating and insulation improvements.

GSI is clearly aware of the issues at hand.

Renovation commitments

— an overview of the main questions —

RENOVATION, A MARKET REQUIREMENT

Lifestyles have developed over the years, and so have renters' needs and expectations! In this context, older properties must inevitably follow the trend if they want to remain competitive. As buyers and renters have raised their expectations with regard to value for money, renovation - assisted by tax deductions - are becoming a necessary part of many sales and rental projects.



Flat renovation with modern colours and materials by @BaindeSoleil

Every year, several mountain residences are removed from the rental market due to their poor condition. Over time, this has created a large number of flats that are no longer managed or rented, leading to a decline in local heritage and a real economic problem. After all, the economic performance of winter sports resorts relies heavily on the availability of numerous attractive tourist accommodation units. However, faced with an aging and increasingly reduced overall offering, new construction projects - where possible - cannot provide a single solution. The renovation of old holiday accommodation and its professional management to boost occupation rates during tourist seasons have become a major challenge for the future of resorts. As a leading player in mountain properties for more than 30 years, GSI saw the alpine rental and residential property stock boom during the 1970s and 1980s. In a stark reflection of current demand and in line with the advisory responsibility that underpins its identity, GSI encourages its owners to preserve the value and attractiveness of their properties. Through this educational approach, each person will understand that it is in their - and everyone else's - interest. •



Evaluating a rental property

Owners should never compromise on quality when it comes to photos of their property! This is now an essential part of marketing your flat. You should avoid taking photos on your smartphone, and instead call on the services of a photographer to really give yourself the best chance of optimising your rental opportunities. In this new digital age of social media in which everything is seen, known and posted, owners should be particularly attentive to the satisfaction of their guests. Easy, fast access to information enables them to swap opinions, publish criticisms, and offer recommendations. A pleasant flat with stylish decoration is likely to be rented, whereas an uncomfortable, old-fashioned interior can lead renters to look elsewhere. Today's increasingly demanding clientele is attuned to details that make all the difference, such as premium furnishings, modern renovations, and services that set a property apart...

facebook

twitter

Instagram

tripadvisor



THE FURNISHED LETTINGS LABEL A WHOLE HOST OF ADVANTAGES!

THE ADVANTAGES OF THE LABEL FOR RENTERS

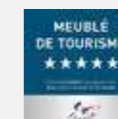
An official "**Meublé de Tourisme**" (furnished lettings) label is seen as a sign of quality and professionalism by renters, as an independent organisation assesses the level of comfort and services before deciding which properties are suitable for the label. This mark of recognition is therefore a major commercial advantage that helps properties stand out from the competition, accompanied by a logo and the official "Meublé de Tourisme" sign.

This label also enables potential renters - especially those from outside of France - to make a quality-based decision. Labelled properties also enjoy tax advantages, with **an allowance of 71% (instead of 50% for non-labelled properties)** applied to rental income. This increased allowance is only possible (since 1 January 2016) for properties with the "Meublé de Tourisme" label.

This label is also advantageous for owners in terms of social security contributions (only applicable to those renting professional accommodation with an income above €23,000 who are obliged to contribute and register as a company). In this case, owners pay 6% instead of 22.7% for non-labelled properties (or receive a tax allowance of 87% instead of 60% if they are part of the general social security scheme). If owners choose a French micro-entreprise small business tax regime, the income limit increases to €170,000 for labelled properties instead of just €70,000 for non-labelled properties.

From 1 January 2019, **non-labelled properties** have to pay a tourist tax between 1% and 5%. This rate is applied per person, per night, excluding taxes, and may be no more than the highest rate adopted in the vicinity. Failing this, it will be no higher than the limit applied to four-star hotels.

The majority of non-labelled properties will see an increase in their tourist taxes - yet another reason why this label is so essential!



Source : meubles-tourisme.fr

Major dates for GSI

1985

Louis Crey and Jean-Jacques Botta found the agency in Valmorel.



1990

GSI opens offices in La Plagne and continues its expansion across the largest ski areas in the French Alps.



1999

Creation of a centralised reservations office for all GSI agencies.

2011

Gabriel Mingeon joins as executive deputy managing director.



2012

Acquisition of the Les Arcs Immobilier agency, renamed GSI Immobilier - the company's agency in Arc 1800.



2017

Acquisition of the management of the Chalets du Gyspe.

2018

GSI revamps its logo to adopt a new visual identity and a new style guide.



2019

Launch of the new GSI website.



1987

The company expands its activity to Méribel and Les Coches. A head office is opened in Moûtiers, in the heart of the Tarentaise region.



1993

Acquisition of the La Loze estate agency in Courchevel 1850, the oldest in the resort.

The Méribel agency opens, completing GSI's offer in the Les Allues Valley.



2015

GSI celebrates its 30th anniversary! Louis Crey retires. GSI becomes a limited company with two associates, Jean-Jacques Botta and Gabriel Mingeon.



Acquisition of the Eco Transactions agency. GSI continues its development and strengthens its position on the Tarentaise Valley property market.

2020

Development of rental activity in Arc 1600 with the Le Ridge residence.

Rental management

Through its various professions such as rental management, sales, and property management, GSI seeks to provide added value to each of its services by accelerating its digital evolution. In an effort to boost property reservations and make things easier for owners and renters alike, the company is currently working on a new online client hub and an app accessible 24/7. These innovations aim to reinvent the Group's digital approach to the management, sale and rental of its properties.



Expertise

Backed by a solid experience of over 30 years in tourism and traditional and luxury properties, our teams have a comprehensive knowledge of their resorts and the specificities of each one, including history, culture and ski areas. Currently focused on experience-based tourism, we offer products and services to meet the needs and expectations of a French and international clientele.

Local presence

Our agencies are all established in the centre of the biggest resorts of the Tarentaise region. They all feature a smart layout and interior design to ensure you are received in the best conditions. The agencies are open all year round and every day during the winter, offering an indispensable presence for optimal representation and visibility to boost property rentals from one season to the next and forge ties with owners and renters.

Performance

Whether our website, innovative management software or Extranet accessed via an encrypted online platform, we offer essential tools accessible 24/7. The GSI website, available on all devices, provides online reservations, night-by-night stays, an attractive aesthetic and smooth usability, following current trends and meeting all specific criteria to optimise online referencing.

Secure Immo is a specific piece of software designed for tourist rentals which enables you to connect to your account via an encrypted Extranet platform and monitor your reservations, manage your calendar and view your rental income in real time.



Services

Year-round availability and advice. You will be in direct contact with our teams, who are on hand to meet your needs as fast as possible. You will also have a single contact person who will provide a truly bespoke service. In order to make your stay easier, you can also enjoy our "GSI & You" services at reduced prices throughout your stay.

Efficiency

Our local knowledge and expertise are also backed by an efficient commercial network. Through the GSI reservations platform and via commercial partnerships, you will have access to tour operators and leading online travel agencies that we select according to demanding criteria in line with our philosophy and quality standards. ●

Digital solutions for managing your property

For GSI, each client is unique and each project is bespoke..

"My Client Space" has been developed according to a specific philosophy: facilitating the management of your property, simplifying procedures for renters and owners, and centralising administrative documents with digital tools. This multi-service digital platform is aimed at both client-owners and renters.

Owners. In just one click, you can view the rental calendar, contact your specially appointed management team, check rental payments, view management meeting notes, and more. This online space is there to help with anything and is accessible 24/7.

Renters. You also have a space for obtaining all necessary documents including concierge services, inventories, property access information and everything else that might be useful during your stay. Simple, transparent and free, this new service will be accessible via the homepage of our website.

OBJECTIVES: FACILITATING THE CLIENT EXPERIENCE

GSI is always looking to improve the experience of clients and owners via services that truly correspond to their needs and that adapt to their increasingly connected, mobile lifestyles. This led to offering a new approach to rental management mandates. Instead of a traditional mandate simply enabling clients to check transaction information, GSI offers a comprehensive, fully personalised, digital interface, accessible and secure on all devices. The www.gsi.immo website has become a portal for all clients, acting as a pathway to their respective Extranet platforms. There is also an app initially aimed at renters to make their stays easier, and which will soon be expanded to include all GSI professions including rentals, sales and property management. ●

ALL CHANGE AT GSI

NEW PROPERTIES

LES TERRASSES DE LA VANOISE

A UNIQUE PROPERTY IN CHAMPAGNY-EN-VANOISE!

In an exceptionally beautiful natural setting, the Les Terrasses de la Vanoise residence boasts a rare location in the heart of the village-resort of Champagny-en-Vanoise. Nestled at the entrance to the Vanoise National Park in the centre of the La Plagne-Paradiski ski area and 25 minutes from the 3 Vallées, this unique location offers access to the world's two biggest ski areas! Boasting 41 luxury flats from 1-bed to 6-bed maisonette, this premium, small-scale residence is spread across three chalets in keeping with the village's authentic atmosphere.

The modern interiors, smart finishing touches and vast balconies and terraces are designed so guests can enjoy their stay to the full. The bathrooms and kitchens are all fully equipped, and to top it all off, all stays include an underground car park, a cellar, and a ski room with boot-warmers. Needless to say, the MJ Développement property development company has designed yet another unmissable gem! **Contact Grégory Michotte de Welle at the GSI Moûtiers Agency for more information. +33 (0) 6 18 34 15 38 - gmichottedewelle@gsi.immo**

Delivery date: 4th quarter 2021

Full ownership in a new program! Main or secondary residence.

VAT deduction possible with the French LMNP/LMP status combined with a para-hotel management mandate. Reduced notary fees.



AN EXCLUSIVE FIRST LOOK AT THE ALPINE LOFT RESIDENCE!

Located near the pistes in the heart of La Plagne, this new premium residence is the result of a renovation project in a former fire station. You now have the chance to acquire full ownership with all the advantages of a new property and no rental obligations! This discreet residence offers 14 flats from 1-bed to 4-bed, boasting balconies with unobstructed views of Mont Blanc.

Contact the GSI La Plagne Agency for more information: +33 (0) 4 79 09 28 30 alpineloft@gsi.immo



PREMIUM RESIDENCE IN ARC 1600

Inaugurated in December 2019, Le Ridge has been built according to the highest quality standards. Found in the Paradiski ski area, Le Ridge enjoys a unique ski-in, ski-out location with magnificent views over the village of Arc 1600 and the entire Tarentaise Valley. All flats feature a balcony or terrace with maximum sunlight thanks to their southwest exposure. The residence also boasts a pool, a sauna, a steam room, a gym and a relaxation area for the après-ski.

Reservation: locationlesarc@gsi.immo 04 79 22 8686

EXCEPTIONAL LOFT IN A FORMER SQUASH CLUB IN ARC 1800

In the centre of the resort of Arc 1800 just a stone's throw from the foot of the pistes and right next to local shops and businesses, this residence features four bespoke lofts, each with panoramic views over the valley. The perfect combination of a central location and a peaceful living space! With so many advantages, the renovated site in the former Arc 1800 squash club is a pure gem of a property.

Contact Céline Landel at the GSI Les Arcs Agency for more information: +33 (0) 6 18 34 14 30 clandel@gsi.immo



A warm welcome to...

Séverine Burgat, a Val Thorens native and a regular in our resorts, has joined the ranks of GSI as director of the holiday rentals service in order to reinforce and structure the growth of GSI.

Her objectives: strengthen and structure the growth of her service.



Benjamin Bagard has joined GSI as the new property management director, and will be supervising more than 30 people across the entire property management service.

His objectives: modernising and sustaining the property management activity following its development boom.



POW'IMMO, THE COMPLETE VERSION OF THE GSI EXTRANET

The property management service has revamped its current software to integrate a complete online system from the Seitra group. The new, more comprehensive Extranet platform will ensure our owners and property management board members have a more complete relationship. General assemblies will be more fun and will be able to be held remotely. Last but not least, our owners will have online access to all invoices and documents relating to the property.

SECUR'IMMO, CUTTING-EDGE SOFTWARE FOR OUR OWNERS

This piece of software designed especially for our owners is developing to include new functions for property management. These include the configuration of calendars and prices, real-time access to occupation rates, and direct interaction with GSI agents.

A textbook case

LE RIDGE, A RESIDENCE CONCEPT DEFINING NEW ROLES FOR ESTATE AGENTS...

Located at the top of Arc 1600 at 5,675 feet of altitude,
Le Ridge offers the full comfort of an exceptional, chic, welcoming residence.



Flash back to 1960: Louis Béguin spotted a small but perfectly located chalet. Two years later he opened a bar in the chalet when the Courbaton resort was created. This was the birth of the Les Arcs resorts. Some 50 years later, the Chalet Béguin hotel run by the founder's son has around 20 rooms and flats. Today, having taken over from André Béguin in 2017, the company Cageco continues to write the history of this exceptional place by building a premium residence in a league of its own.

The architectural project was designed by the Studio Arch agency, whose creations have been focused on sustainable development and bioclimatic design for many years. Made using carefully-sourced premium materials, Le Ridge combines contemporary design with a respect for local architectural heritage in Les Arcs, while also paying homage to the history of the original building.

Another major innovation in this unique residence is its partnership with GSI from the moment it was conceived. This uncompromising involvement has enabled the definition of a new, more precise role with the property developer from A to Z. This was a natural partnership given the two players' activities, but it is also a major innovation with tangible effects throughout the residential process, including, acquisition, renting, and property management. •

PREMIUM AMENITIES

- Large south- and southwest-facing balconies or terraces
- Wooden or stainless-steel mesh safety guardrails
- Wood panelling with insulating windows
 - Reinforced wooden entrance doors
 - Oak parquet flooring in the rooms
- Imitation parquet flooring in the living areas and bathrooms
- Thermal insulation both inside and outside
 - Individual underfloor heating with an independent thermostat in each room
- Electric towel-warmers in the bathrooms
- Fully equipped kitchen and bathrooms (BOSCH appliances)
 - Private ski lockers with electric boot-warmers
 - Cellar and underground parking
- Indoor pool (6 x 10 m) and a pool for children (4 x 4 m)
 - South-facing outdoor terrace
 - Sauna & steam room
 - Gym

Concierge services by GSI

Offered by GSI since the beginning, the concierge services feature a vast range of options in tourist holiday rentals. GSI managing director Gabriel Mingeon tells us more about the different advantages.

What does it take to offer great concierge services?

This service is an addition to what people initially come looking for at GSI - holiday rental properties in the mountains. Alongside our rentals, we also offer concierge services to facilitate their stay while creating a loyal client base.

concierge services add another dimension by offering extra activities such as dog-sledding, tickets to shows, and reservations in otherwise fully-booked restaurants... It is in our interest to act as ambassadors for our resorts. Unlike other rental websites that offer no additional services, we have that little extra.

holiday rental properties?

Yes, and two of our residences even have an on-site concierge, in Saint-Martin-de-Belleville and Les Arcs. Just like most other tourist residences, owners can use shared equipment such as raclette machines, childcare equipment, and board games. This is a really modern solution. •

How do concierge services work at GSI?

We have always offered these services. They are intrinsically linked to our profession, as we constantly work with a range of providers who enable us to make clients' holidays easier. Even though people are increasingly autonomous in terms of managing passes and reservations thanks to the internet,

What are the most popular services?

Pre-delivered shopping waiting on arrival is highly appreciated, as are pre-made beds for the extra comfort. Receiving parcels is another popular option, with things such as books ordered for the holiday. The pre-booked ski equipment packages are also great!

Are these services available in all of your



GSI MAGAZINE AN EDUCATIONAL TOOL

This free, bilingual magazine with a print run of 30,000 copies reflects the identity and quality of alpine properties, as well as the high level of service offered by GSI. High editorial and visual demands combined with premium graphic design and technical creation characterise this publication, distributed in the main Tarentaise resorts for the last six years.

Guiding clients throughout their stay and advising them in their future investment projects is the editorial objective of this "pocket-sized" magazine which over the years has become an authentic educational tool accompanying thousands of tourists through the winter.



8 destinations for your holiday in the mountains



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