

LuxuryApartments.com

The Future of High-End Living

Investor Business Model Document

## Executive Summary

LuxuryApartments.com is a curated luxury-only rental and sales marketplace designed to serve affluent renters, landlords, and developers. Unlike broad portals such as Apartments.com or Zillow, our platform delivers a premium experience with concierge services, verified listings, and powerful analytics. The opportunity is massive: luxury rentals represent a \$30B+ global market. We are raising \$5M to launch in 4 U.S. cities, scale to 20,000 listings in 24 months, and achieve \$10M+ ARR.

## Problem

Affluent renters and landlords are underserved by mass-market platforms. Current issues include:

- Cluttered portals with irrelevant inventory
- Landlords struggling to target qualified tenants
- Renters wasting time on unverified listings

## Solution

LuxuryApartments.com solves these issues with:

- Verified, curated luxury-only listings
- Concierge + matchmaking services
- Analytics dashboards for landlords & developers

## Market Opportunity

The global rental market exceeds \$2.7 trillion. Within this, luxury rentals exceed \$30B annually. We aim to capture \$500M–\$1B in the U.S. luxury segment through targeted expansion in major urban hubs.

## Business Model

Our revenue model combines multiple streams: - Subscription SaaS fees for brokers and property managers - Premium placement and promotion - Lead generation & verification fees - Luxury brand advertising & partnerships - Data & analytics subscriptions

## Go-to-Market Strategy

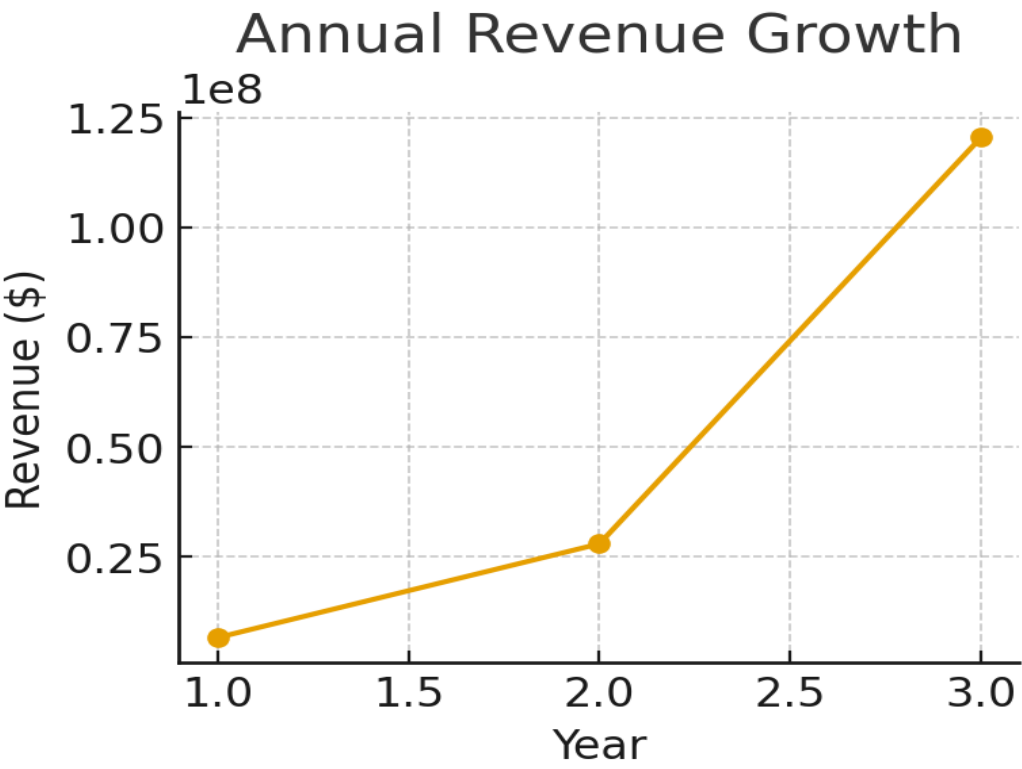
Phase 1: NYC & Miami launch (pilot markets) Phase 2: Expansion to LA & Chicago Phase 3: Global hubs (London, Dubai) Channels: Broker partnerships, relocation firms, SEO/SEM, premium lifestyle brand partnerships

## Competitive Landscape

Apartments.com → Mass-market, cluttered inventory Zillow → Broad focus, lacks curation  
LuxuryApartments.com → Niche premium brand, concierge service, data-driven analytics

## Financial Projections (3-Year)

Year	Active_Listings	Monthly_Revenue	New_Listings	Churned	CAC_Spend
1.0	2167.26	6412544.42	1923.76	256.5	1923763.33
2.0	9394.05	27795321.93	8338.6	1111.81	8338596.58
3.0	40718.71	120479465.0	36143.84	4819.18	36143839.5





## Team

Our founding team combines deep expertise in luxury real estate, proptech innovation, and SaaS platforms. We are supported by advisors including top luxury brokers, relocation specialists, and former executives from Apartments.com and CoStar.

## The Ask

We are raising \$5M in Seed funding. Use of funds: 40% product development, 40% growth & marketing, 20% operations. Milestones: Launch in 4 cities, onboard 20k listings, achieve \$10M ARR in 24 months.