

# LuxuryApartments.com - Investor Business Plan

## Executive Summary

LuxuryApartments.com is a SaaS marketplace redefining how high-net-worth individuals find and lease luxury apartments. While platforms like Zillow or Realtor.com serve the mass market, they fail to meet the expectations of tenants and brokers dealing in \$5,000+/month rentals. That's where we come in.

We're building the first premium, end-to-end platform exclusively focused on the luxury rental segment - offering curated listings, immersive media, AI-matched recommendations, and concierge support. On the backend, landlords and brokers gain access to performance analytics, premium placement, and qualified leads that convert faster and at higher value.

The U.S. luxury rental market is booming - over \$12B annually - yet lacks digital platforms designed for its clientele. We're targeting 1.5M affluent renters in top-tier cities, and aim to capture this underserved market with a scalable, high-margin SaaS business model.

We are raising \$350K to fund platform completion, customer acquisition, and early team hires. This capital will take us from MVP to early revenue, with a clear path to \$1M ARR and strategic exit opportunities.

## Market Opportunity

The U.S. luxury rental market is booming - but underserved online.

High-net-worth individuals (HNWIs) are increasingly choosing to rent, especially in urban centers like New York, Los Angeles, Miami, and San Francisco. Yet platforms serving this market remain fragmented, generic, or outdated.

### Key Market Stats:

- \$12B+ annual market size for luxury rentals in the U.S.
- 1.5M+ affluent renters in major cities
- 500M+ served market in online luxury real estate listings
- 6.5% projected CAGR through 2026

LuxuryApartments.com is designed to directly serve this gap with a premium, targeted solution.

### Unique Offering

We're building more than a listings platform - we're creating the digital home for luxury rentals.

#### For Renters:

- Curated inventory of verified luxury apartments
- AI-powered recommendations
- Immersive virtual tours
- Concierge scheduling

#### For Brokers:

- Premium placement options
- Analytics dashboard
- Qualified lead generation
- Brand alignment and trust-based presentation

We don't just list properties - we help them lease faster, at higher value, to the right tenants.

### Revenue Model

Our revenue engine is built on multiple scalable streams:

1. Subscription Fees - \$299/month for brokers and landlords
2. Featured Placement - Upgrades for premium visibility
3. Qualified Leads - Per-lead charges
4. Advertising - Luxury brands accessing our niche audience

High-margin, recurring revenue from day one, with room for expansion into data services, partner APIs, and tiered pricing.

## **Financial Plan**

Key Assumptions:

- CAC: \$175 | LTV: \$2,800+ | MRR Goal: \$30K (Year 1)
- Gross margin: 80%+

Year 1:

- 300+ paying customers
- \$360K revenue
- Break-even by Month 18

Year 3:

- \$1.2M+ ARR
- 1,000+ paying users
- Positive cash flow

This is a capital-efficient SaaS play with strong growth upside.

## **Team**

Founders:

- John Smith, CEO - 15+ yrs in luxury real estate, \$200M+ in listings
- Emma Johnson, CTO - SaaS engineer, 2 successful proptech exits
- Michael Chu, CMO - 12 yrs in luxury branding (Ritz, B&O)

Key Hires Planned:

- Customer Success
- Partnerships
- Design

Advisors from real estate, SaaS, and luxury services.

## **Funding Request**

Raising: \$350,000 Pre-Seed

Use of Funds:

- \$100K - Product Development
- \$100K - Customer Acquisition
- \$100K - Hiring
- \$50K - Strategic Partnerships

Runway: 12-18 months

Goal: MVP to \$30K MRR and investor-ready Seed round.

## **Exit Strategy**

#### Exit Options:

1. Acquisition by PropTech firms (Zillow, Compass, CoStar)
2. Luxury lifestyle brand mergers
3. IPO (5+ year path)

Target return: 5-10x in 3-5 years through strategic acquisition.