

Introducing the Next Evolution in Real Estate Touring

THE CONCEPT:

A fully branded, bespoke luxury Sprinter Van offering chauffeured property tours to high-net-worth renters. Inspired by premium mobile lounges like those of The Altman Brothers and Bespoke Coach, this rolling VIP suite delivers comfort, tech, and elegance in motion.

WHY IT WORKS:

1. Immersive Client Experience

- The van elevates the tour into a luxurious lifestyle experience, deepening emotional connection with properties.

2. Rolling Brand Activation

- The van serves as a mobile billboard and brand beacon in high-end neighborhoods like Beverly Hills, Tribeca, and Brickell.

3. High-Value Content Opportunity

- YouTube, TikTok, and Instagram tours with influencers or agents generate buzz and traffic.
- Potential for a recurring "Million Dollar Lease Tour" digital series.

4. Partnership & Monetization Model

- Opportunities for co-branding with luxury watch brands, spirits, designers, and real estate agents.
- VIP access packages for agents, corporate leasing clients, or partner developers.

5. PR & Differentiation

- A unique hook for press and lifestyle publications.
- A standout experiential layer that Zillow, Apartments.com, and Rent.com simply cannot match.

VAN FEATURES:

- Reclining leather captain chairs
- Ambient lighting, onboard refreshments, champagne
- Touchscreens to browse listings en route
- Concierge ride-along or remote iPad-based chat
- Brand-aligned scent, visuals, and audio

SPONSORSHIP OPTIONS:

- Interior/Exterior co-branding
- Exclusive listing placement for agents/developers
- Product placement for luxury brands
- Content collaborations and social exposure

Invest in more than a van. Invest in a mobile luxury brand platform that drives awareness, loyalty, and unforgettable experiences.

Let's bring luxury to the streets.