

LuxuryApartments.com

Infographic Snapshot

Market Opportunity

\$250B U.S. rental market (Luxury segment growing at 15% annually) | 25+ million renters | \$80K–\$300K+ income | Urban/Suburban renters

Target Audience

Key KPIs

- Website Traffic: +50% YoY
- Conversion Rate: 5% of visitors
- Social Growth: +10% quarterly
- Email Engagement: 20% open rate

Marketing Channels

- SEO
- PPC
- Social Media
- Email/CRM
- Influencers
- Brand Partnerships

3-Year Growth Roadmap

- Year 1: Brand visibility & leads
- Year 2: Expand to top 25 metros, add corporate partners
- Year 3: Subscription tiers for landlords/managers