

LuxuryApartments.com

Investor Snapshot - Infographic

Market Opportunity

\$250B U.S. rental market (Luxury segment growing fastest)

Target Audience

Agew 25-45 | \$80K-\$300K+ income | Urban/Suburban renters

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