

LuxuryApartments.com

The Premium PropTech Platform Revolutionizing Luxury Rentals

\$50B+

MARKET
OPPORTUNITY

**\$5-
10M**

DOMAIN VALUE

60%

LOWER CAC

\$422M

YEAR 5 REVENUE

224%

PROJECTED ROI

150+

INFLUENCER
PARTNERS

Executive Summary

A comprehensive strategy to dominate the luxury rental market through technology, influencer marketing, and innovative financial products

The Opportunity

LuxuryApartments.com is positioned to become the dominant platform in the \$50+ billion luxury rental market by combining an unbeatable domain asset, innovative technology, comprehensive luxury services, and the most ambitious influencer marketing strategy ever deployed in real estate.



Market Size

\$18.2B US market growing at 8.3% annually with no dominant digital player



Domain Advantage

Exact-match domain worth \$5-10M provides 60% CAC reduction and instant authority



Technology Innovation

60-second instant approval, AR/VR tours, blockchain verification



Revenue Diversification

Marketplace + financial services + insurance + property management

Market Opportunity

Capturing the underserved luxury rental segment with premium positioning

MARKET SEGMENT	SIZE	GROWTH RATE	OUR TARGET SHARE	REVENUE POTENTIAL
Luxury US Rentals (\$5K+)	\$18.2B	8.3% YoY	5% by Year 5	\$910M
Corporate Relocations	\$12B	7.2% YoY	8% by Year 5	\$960M
International Markets	\$127B	12.1% YoY	1% by Year 5	\$1.27B
Financial Services	\$8B TAM	15% YoY	3% by Year 5	\$240M

Revolutionary Revenue Model

Multiple revenue streams creating a resilient, high-margin business



Core Marketplace

SaaS subscriptions, transaction fees, and premium listings for property



Luxury Services

Concierge services, express approvals, Black Card membership

managers

\$102M

YEAR 5 REVENUE

46%

GROSS MARGIN

program

\$180M

YEAR 5 REVENUE

85%

GROSS MARGIN



Financial Products

Rent financing, security deposit alternatives, luxury credit cards

\$27M

YEAR 3 REVENUE

40%

NET MARGIN



Insurance Suite

Elite renter's insurance, lifestyle protection, job loss coverage

\$8M

ANNUAL REVENUE

30%

COMMISSION RATE



International Expansion

London, Dubai, Singapore markets with localized services

\$450M

YEAR 5 REVENUE

15

TARGET CITIES



Property Management

Full-stack management services for luxury properties

\$644M

YEAR 5 REVENUE

30K

UNITS MANAGED

Influencer Marketing Strategy

\$45M investment across 150+ influencers to drive 31,250 leases annually

Three-Tier Influencer Approach

TIER	INVESTMENT	KEY PARTNERS	EXPECTED IMPACT
Mega-Influencers	\$20M	Emma Chamberlain, D'Amelio Sisters, Graham Stephan	200M+ reach, brand awareness
Design Partners	\$15M	Joanna Gaines, Studio McGee, Architectural Digest	Property tours, rental-friendly content
Micro-Influencers	\$10M	50+ niche creators (100K-1M followers)	7-12% engagement, authentic advocacy



Emma Chamberlain - Chief Youth Officer

\$3M annual deal, 16M followers, most trusted Gen Z voice



Joanna Gaines Partnership

13.8M followers, family luxury positioning, Texas market coverage



50+ Design Influencers



Finance Micro-Influencers

Rental-friendly solutions, damage-free
luxury transformations

Vivian Tu, Tori Dunlap - reaching young
professionals

Influencer Marketing ROI Projection

\$45M

TOTAL INVESTMENT

\$250M

REVENUE ATTRIBUTION

31,250

LEASES GENERATED

224%

RETURN ON INVESTMENT

180-Day Launch Roadmap

From concept to market leader in six months



Days 1-30: Foundation

Team & Infrastructure

- Incorporate Delaware C-Corp
- Secure domain ownership
- Hire CTO and lead engineer
- Complete 50 customer interviews

Days 31-60: MVP Development

Build Core Platform

- Launch beta with 25 properties
- Instant approval system
- Sign first influencer partnerships
- Achieve \$15K MRR

Days 61-90: Growth

Scale Operations

- Raise \$2.5M seed funding
- Launch in NYC and SF
- 500 properties on platform
- Deploy first tour van

Days 91-120: Expansion

Market Penetration

- Launch financial products suite
- 5,000 active users
- Sign mega-influencer deals
- \$150K MRR achieved

Days 121-150: Optimization

Product-Market Fit

- Launch in 5 major markets
- Deploy concierge kiosk network
- Full influencer campaign live
- Insurance products launched

Days 151-180: Scale

Series A Ready

- \$500K MRR milestone
- 10,000 active properties
- International expansion planning
- Close \$10M Series A

Financial Products Suite

Revolutionary financial services for luxury renters generating \$27M annually



LuxFlex Pay

Split rent into 2-4 payments or get 30-day float. Match payments to bonus schedules.

- 1.0-1.9% transaction fee
- Soft credit check only
- Same-day approval



Deposit Vault

Security deposit alternative for luxury units. Keep your cash invested.

- \$5K-15K coverage
- 1.5-2.5% annual fee
- Instant approval



Rent Reserve

Job loss protection covering up to 3 months rent. Peace of mind for professionals.

- \$12-25/month premium
- 6-month waiting period



Platinum Credit Card

Partnership with Amex - the first card designed for luxury renters.

- 5% back on rent
- \$50K credit line
- Concierge included

- Up to \$15K coverage



RentEquity Program

25% of rent goes into investment account. Build wealth while renting.

- 7% average returns
- Vests over 4 years
- \$71K after 4 years



MoveNow PayLater

0% financing for all move-in costs. Eliminate the \$30K barrier.

- 12 months at 0%
- Up to \$50K
- 2.5% origination

Mobile Tour Van Experience

Transform property tours into unforgettable luxury experiences

The \$50M Fleet Investment

25 custom Mercedes Sprinter vans creating immersive property discovery experiences across major markets.



Ultra-Premium Mobile Lounges

\$250K per van with Bentley-grade interiors, AR/VR capabilities, full bar



Concierge Service

Champagne welcome, gourmet catering, personalized itineraries



Technology Integration

65" OLED displays, VR headsets, instant approval capability



Economics

\$1.5M revenue per van annually, 2.6 month payback period

Ready to Transform Luxury Rentals?

Join us in building the next \$5B PropTech unicorn

Investment Opportunity

Partner With Us

For more information:

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