



LIFESTYLE SERVICES



INVESTOR PROPOSAL

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# Executive Summary

ABR Lifestyle Services LLC is a Bay Area based luxury mobility and concierge company offering premium vehicle rentals, direct bookings, and curated lifestyle services.

The business operates a multi revenue ecosystem combining:



**Luxury and exotic  
car rentals**



**Direct private client  
bookings**



**Concierge and  
chauffeur services**



**Short term rental  
integration**

ABR is seeking investor partnerships to scale its fleet through a **fully managed, passive income model.**

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# Business Model

## Revenue Streams:



**Turo platform bookings**



**Direct bookings with higher margins**



**Concierge and chauffeur services**



**Event based premium rentals**



**Cross selling with short term rental guests**

**Core Advantage:** ABR leverages multiple channels to maximize utilization, pricing, and revenue.

# Market Opportunity

- » San Francisco Bay Area has a high income demographic
- » Strong tourism and corporate travel demand
- » Growing demand for:

Luxury SUVs

Exotic vehicles

Group transport

- » Increasing shift toward experience-based spending



## Fleet Strategy

**ABR operates a balanced and scalable fleet:**

- » Exotic vehicles for branding and high margins
- » Luxury SUVs for consistent utilization
- » Group vehicles for high volume revenue

This ensures both **stability and upside potential.**

# Current Performance



## Lamborghini Urus

Monthly Revenue: **\$8,735**

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Investor Income  
(after ABR 30%): **\$6,115/month**



## Mercedes GLS 450

Monthly Revenue: **\$5,893**

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Investor Income  
(after ABR 30%): **\$4,125/month**



## Mercedes G Wagon

Monthly Revenue: **\$7,122**

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Investor Income  
(after ABR 30%): **\$4,985/month**

**Positioning Statement:** Figures are based on historical performance across ABR's fleet.

# Competitive Advantage

- » Full lifestyle brand, not just a rental operator
- » Direct booking infrastructure
- » Concierge integration
- » Strong operational expertise

# Operations Model

## **ABR provides complete end to end management:**

- » Listing optimization and dynamic pricing
- » Guest communication and booking handling
- » Airport delivery coordination (SFO, OAK, SJC)
- » Cleaning and vehicle turnover
- » Maintenance coordination and scheduling
- » Claims and dispute management

# Maintenance Model

- » Maintenance costs are the responsibility of the investor
- » All maintenance is fully administered and handled by ABR
- » Investors are not involved in day to day decisions
- » Ensures a completely hands off experience

# Growth Strategy

## Short Term:

- » Expand fleet with high ROI vehicles
- » Increase direct bookings

## Mid Term:

- » Build corporate partnerships
- » Expand concierge and chauffeur services

## Long Term:

- » Expand across California
- » Scale ABR brand and operations

# Investment Model

- » Investors purchase vehicles
- » ABR handles all operations and management
- » Revenue is split monthly

**This provides a passive income opportunity backed by a physical asset.**

# Fee Structure

## Vehicles ABR Fee

1 to 2 40%

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3 to 4 35%

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5 to 6 30%

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7 to 10 25%

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11+ 20%

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## Key Note:

ABR fee includes all platform costs, operations, and management.

# Financial Potential

## Example (Single Vehicle)

- » Monthly Income: ~\$4,100 to \$6,100
- » Annual Income: \$50K to \$73K+

## Scaling Example (5 Vehicles)

- » Monthly Income: ~\$20K to \$30K
- » Annual Income: \$50K to \$73K+

**Disclaimer:** Figures are based on historical performance. Earnings may vary due to seasonality, market conditions, vehicle type, and utilization. There may be off peak months where revenue is lower.

# Risk Management

- » Diversified revenue streams
- » Insurance coverage
- » Strict guest policies
- » Proven claims handling
- » Market tested pricing strategies





## Conclusion

**ABR Lifestyle Services** is not just a rental business.

It is a **scalable luxury mobility ecosystem** with:

- » Proven performance
- » Strong market demand
- » Multiple revenue streams
- » Clear growth potential

**You Own The Asset. We Handle Everything Else.**

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