



LIFESTYLE SERVICES

Investor Proposal

WEBSITE: www.abrlifestyle.net

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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 Operates Through Two Scalable Partnership Models:
1. Investor Fleet Program 2. Vehicle Management Program

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.

Partnership Opportunities

A. Investor Fleet Program

- » Operations
- » Pricing
- » Logistics
- » Guest communication
- » Maintenance administration
- » Claims handling

B. Vehicle Management Program

For owners who already have vehicles and want ABR to professionally manage and monetize them.

Owners Benefit From:

- » Passive income
- » Professional management
- » Access to ABR booking channels
- » No daily operational stress

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



Mercedes GLS 450

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

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



Mercedes G Wagon

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

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

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.

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



Competitive Advantage

- » Lifestyle brand positioning
- » Direct booking infrastructure
- » Multi revenue ecosystem
- » Concierge integration
- » Strong operational systems
- » Established Bay Area presence

Risk Management

- » Diversified revenue streams
- » Insurance protections
- » Guest screening
- » Market tested pricing



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

ABR Fees:

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.



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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