



HLH Stay

by Hackett Lu Holdings LLC



Corporate Housing Mid-term Stay Solutions

"Affordable Luxury Alternative To Extend Stays."

HACKETT LU

HOLDINGS LLC



[HLH Stay Corporate Housing](#)



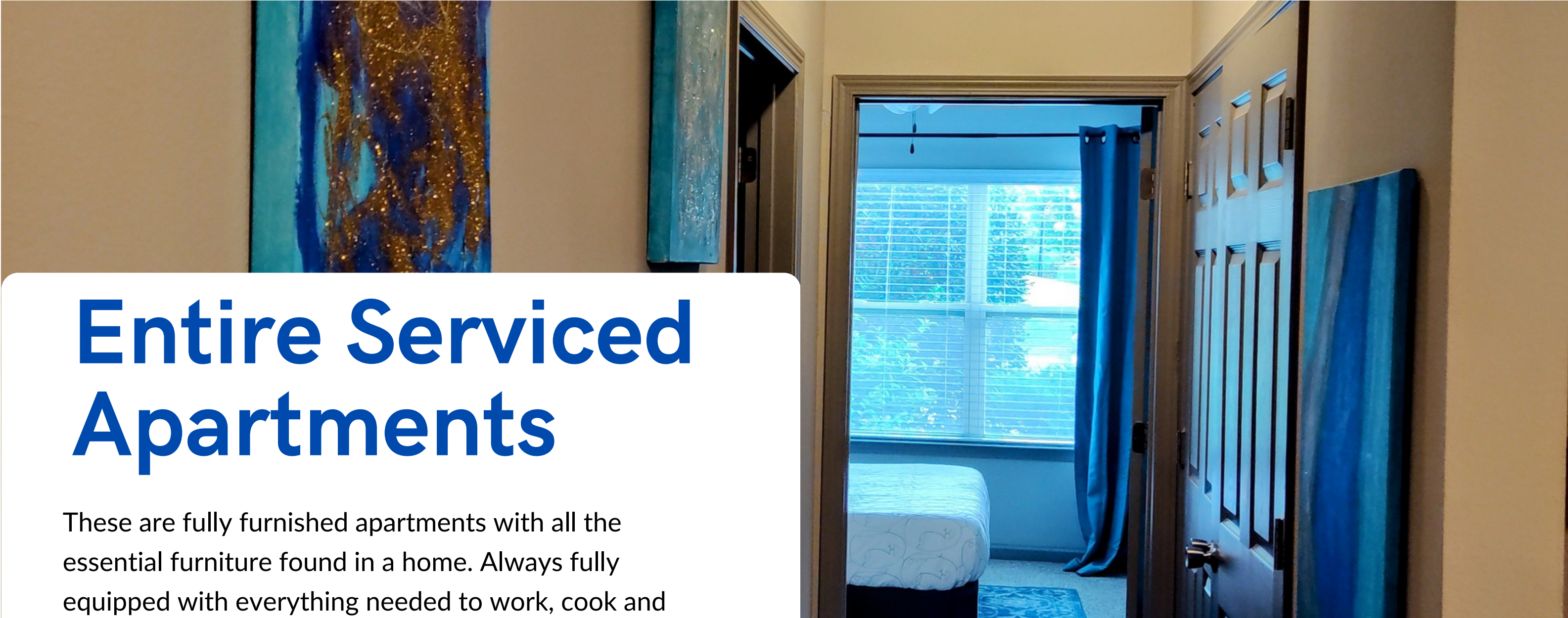
HLH Stay True Unit



Introduction

How Does Corporate Housing Work?

Corporate housing is a term in the relocation industry that relates to renting a furnished apartment, condo, or home on a temporary basis to individuals, traveling medical professionals, military personnel, intern groups, or corporations as an alternative to a traditional hotel or an extended hotel stay.



Entire Serviced Apartments

These are fully furnished apartments with all the essential furniture found in a home. Always fully equipped with everything needed to work, cook and live. Necessities such as an office desk, pots/ pans, and in-unit washer/dryer. Generally, all utilities are included along with WiFi as well as lavish amenities in the monthly rent.

Problem

Hotels and Extended Stay Hotels both fail to provide adequate space and a healthy living environment for mid-term to long-term stays. Typically, offering living arrangements in a single room or suite - **more costly than the alternative to entire serviced apartments** that come fully furnished with stylish decor, lavish amenities, and designed for corporate housing.



Problem 1

Hotels and Extended Stay Hotels are often overbooked leaving their guests without accommodations.



Problem 2

Hotels and Extended Stay Hotels are expensive and costly charging a premium for one room efficiency lodging.



Problem 3

Hotels and Extended Stay Hotels lack social and community engagement connected to luxury lifestyle amenities.



Corporate Housing Target Market

In the past 20 years, the corporate housing industry has seen a significant growth segment in the **lodging industry**.

HLH Stay by Hackett Lu Holdings, LLC will target the **digital nomad lifestyle**. Offering corporate housing to individuals, traveling medical professionals, military personnel, intern groups, or corporations as an alternative to a traditional hotel or an extended hotel stay.



100 Nights

The average managed corporate housing stay is 100 nights.





Our Vision

HLH Stay by Hackett Lu Holdings, LLC plans to offer majority corporate housing mid-term stay solutions targeting business professional travelers needing extended-stay accommodations. Generally, ranging from 30 days or more and on average 100 days.





Our Offer

Offering **Entire Serviced Apartments** will allow HLH Stay to meet the growing demands for corporate housing as an alternative to traditional one-room extended-stay hotels and rental models, which have become less attractive for professional travelers who desire no location limitations and prefer fully furnished stylish decor spaces. Connecting social and community engagements to lavish amenities through managed corporate housing solutions with elevated concierge services for luxury lifestyle experiences.



Profit Margin \$20,000 to \$30,000 Yearly Per Unit

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Progress

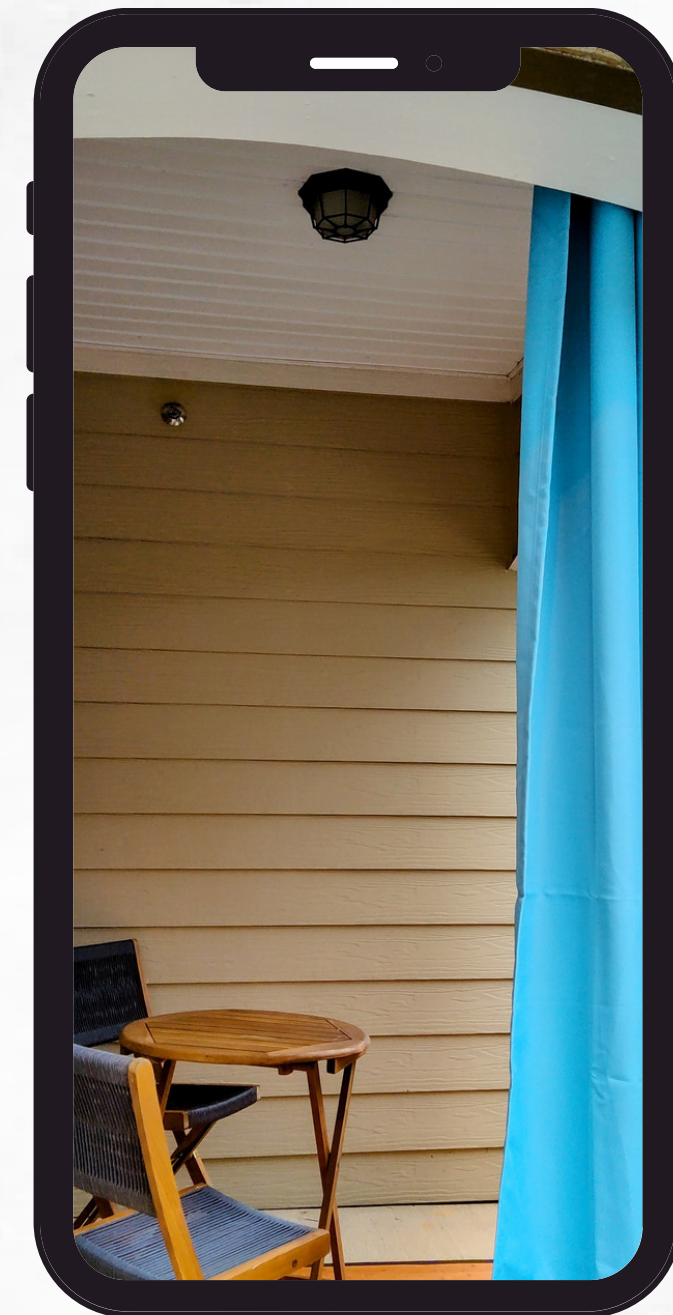
HLH Stay by Hackett Lu Holdings, LLC is creating traction by offering Entire Serviced Apartments as luxury units. On average our booking requests for mid-term stays range from **115 days or more**.

115 DAYS

Average booking requests for mid-term stays.

\$150

The average revenue per Two-bedroom for HLH Stay is \$150 per night monthly.





Marketing

HLH Stay will market our Entire Serviced Apartments as luxury units on robust third-party OTAs with established partners such as Airbnb, Kopa, etc. As well as establishing relationships with licensed relocation real estate agents for listings or pocket listing marketing. Other marketing channels will include AI content engineering, content marketing, SEO (search engine optimization), and social media marketing.

Competition

Extended-stay Hotels are the leading competitors in the corporate housing industry.

Extended-stay

One-room accommodations and suites aren't ideal for mid-term or long-term stays covering 30 days or more.



Hotels

Hotels are often overbooked leaving their guests without accommodations.



Expensive

Hotel and Extended-stay lodging are expensive and costly plus less accommodating than entire serviced apartments as luxury units.



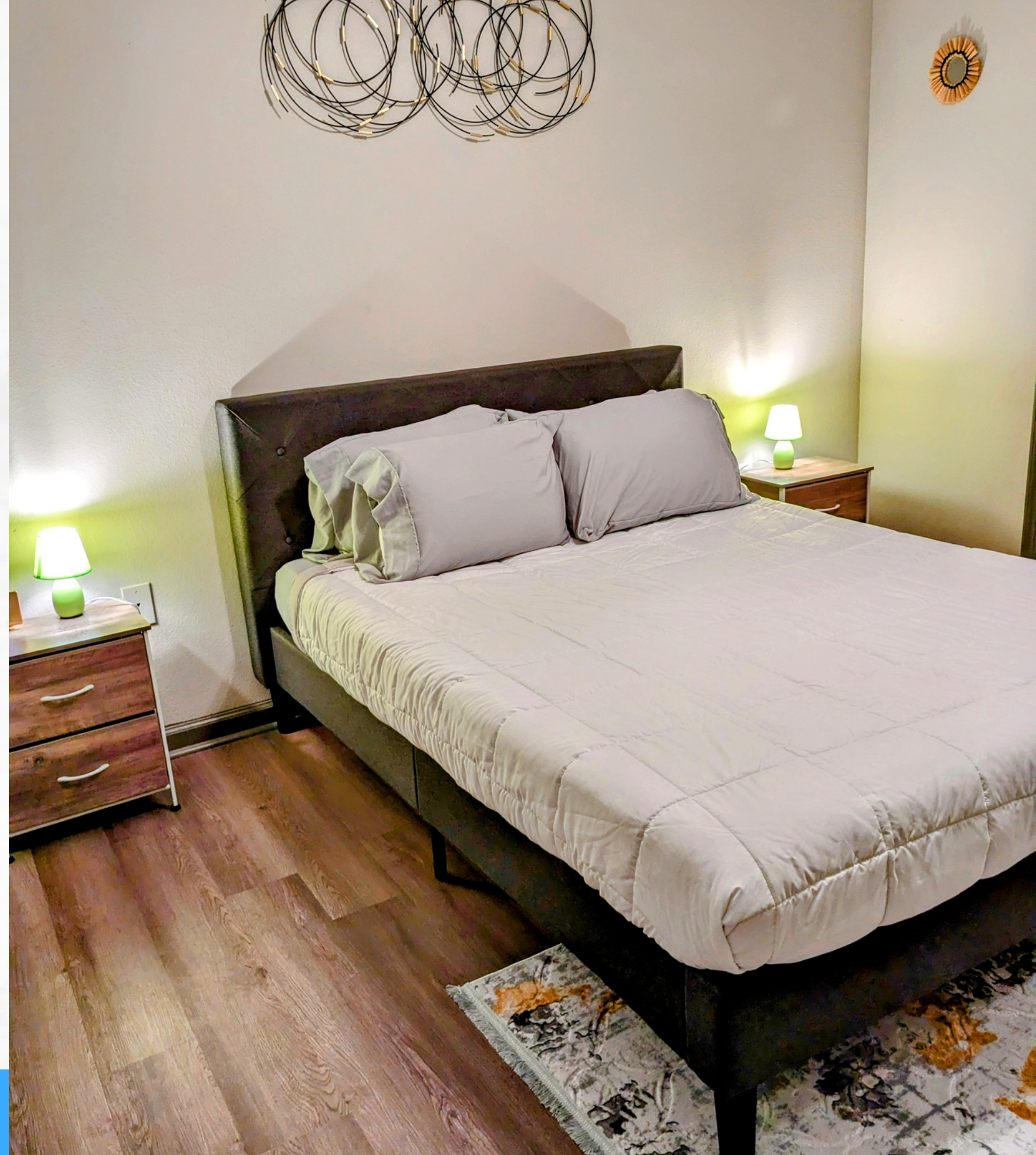
HLH Stay

Offering corporate housing to individuals, traveling medical professionals, military personnel, intern groups, or corporations as an alternative to a traditional hotel or an extended hotel stay.



Investment

The total startup cost for a rental agreement acquisition, commercial liability insurance coverage of **\$25,000** + per unit, home decor staging, marketing/ advertising, and listing/ promotion and staff is **\$1 Million** to acquire 40 units. Return is 30% equity split monthly per unit.



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