# Proposal for Luxury Canine Concierge Services

## 92 West Paces

## Overview

Bark Fifth Avenue is pleased to submit this proposal for our Luxury Canine Concierge service to support 92 West in achieving its goals for improving resident satisfaction by providing residents with luxury pet concierge services which includes pick up and drop off services, veterinary appointments, full on-site grooming and other spa services, a personal nanny service, as well as an exclusive membership program, and expert consultation of behavioral concerns.

Atlantans are a discerning people, but so are our pets. Sometimes it isn't enough that your apartment comes with a fitness center, a sky lit pool, and a rooftop bar –Buttons and Fifi will need access to luxurious amenities too! Luckily, we got the memo and started standardizing pet-friendly concierge services with 5-star treatments and luxury pet services --and out of those, 92 West Paces will be the only luxury residence in Atlanta to offer them, Buttons and Fifi approved, rentals.

### The Objective

Why Offer Luxury Pet Concierge Services to Your Residents?

Over 50% of all renters and homebuyer's own pets. Offering pet services to renters has been ranked as one of the top five trends in multi-family housing and is quickly becoming a differentiator for local property management companies. Families are making the decision on where to live based upon the additional amenities that make their lives easier and provide social opportunities to connect with their neighbors.

### The Opportunity

- Improve Resident Satisfaction
- Create a sense of community
- Increase revenue
- Create a higher demand for 92 West

### The Solution

Bark Fifth Avenue's Concierge services offer upscale, white-gloved private services for your resident's pets.

*Some of our services include the following:*

•Grooming and Spa Services on property or in-home

•Personal Shopping

•Chauffer Service

•Home Visits

•Medications

•Holistic Veterinarian Dr. Julia B

•Holistic Animal Chiropractic

•Acupuncture

•K-Laser Therapy

## Our Proposal

92 West has a well-deserved reputation as a distinct luxury residence in Atlanta's most exclusive location. However, faced with the growing competitive residential market and pet industry, studies show, 50% of people are more likely to choose to live in a residence that offers convenient services like dog walking than a residence that does not. In addition, pet owners who live in a residence that offer these convenience services are 10 times more likely to stay in that residence for 5 years or more due to the sense of community these services promote. With these services in demand, buyers and renters have shown they are willing to pay more for a residence that offers these amenities, creating a unique opportunity to increase your revenue. 92 West will eventually face the possibility of decreasing sales revenues due to lack of trending pet friendly residence and pet friendly services.

We have developed solutions to stay ahead of these trends and propose that 92 West implement our Luxury Canine Concierge Service as part of the 92 West features and amenities currently offered. Our solution will easily enable 92 West to gain the benefits of improved resident satisfaction and creating a unique opportunity to increase your revenue.  increased revenue productivity throughout the entire sales cycle. Most importantly, we provide the training and support for this new solution that ensures your staff can be confident when presenting the services to potential and current residents.

### Rationale

Research shows that pet amenities are not a luxury anymore- they are expected by prospective renters

Market opportunities- The Pet Industry Expenditures for 2017 were estimated and surpassed $69.36B in the U.S.

We have all current resources and technology to streamline the process to incorporate our services to align with 92 West Paces

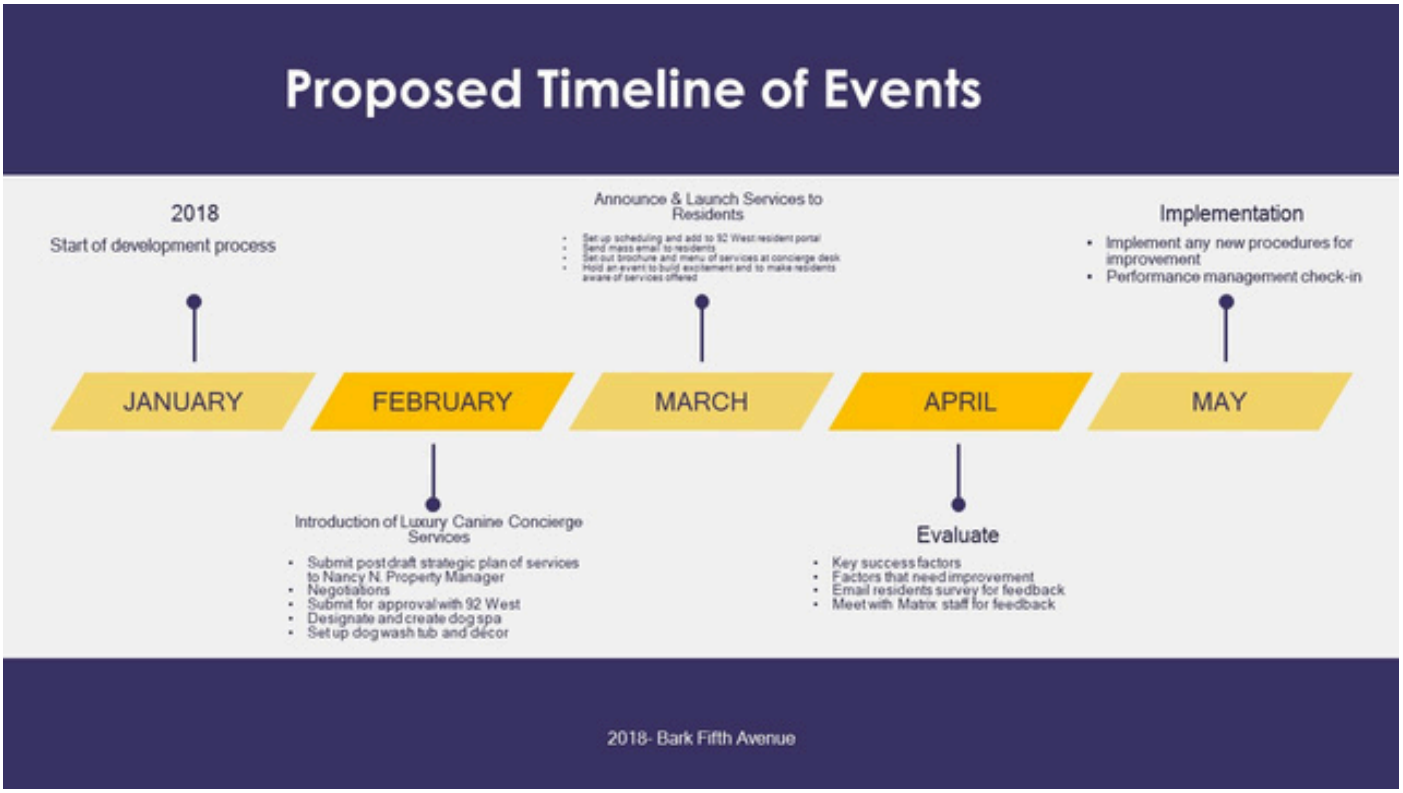
### Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing the implementation of our services. Following is a chart of our services. Please find attached a description of services including how they will be implemented, a proposed timeline, and reasons for why we suggest these services.




### Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.




## Supplied Material

The following materials will be supplied to 92 West for this project. The due dates included in the following table represent our best guess based on current proposed project dates:

| **Materials to be supplied to 92 West** | **Due Date*** |
|---|---|
| Stainless Steel Grooming Tub | 2/1 |
| Grooming Accessories i.e., bows, ribbons, bandanas etc. | 2/1 |
| Grooming/spa supplies i.e. shampoo, conditioner, scrubs etc. | 2/1 |

# Expected Results

We expect our proposed solution to 92 West Paces to provide the following results:

## Financial Benefits

Creates unique opportunity to increase revenue by creating a higher demand to live in a community that offers our service

Will separate 92 West apart from other luxury apartments in the state of Georgia

Improve resident satisfaction thus higher rates of lease renewals and resident referrals

## Technical Benefits

Ease of residential use through residential portal making it simple to schedule services and appointments

Bark Fifth Avenue has existing E-commerce and POS in place making it easy for residents to pay for services online or over the phone