

Amber B Wells
Professor Barton
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My Business Idea

Earlier this year after getting injured on the job, something struck me that a change is needed in my career. So my partner and I decided to launch our own business. Short-term housing solutions such as Airbnb have significantly increased over the past few years and have paved the way in becoming entrepreneurs. We decided to start this business to achieve different streams of income and work our way to financial freedom. Working for one of the most top corporate industries for the past two years has truly shown me how unhappy and displaced I felt in that industry. So I decided to take a leap of faith and move forward with pursuing our own business. After witnessing testimonials from our friends and family doing short-term housing solutions, we decided it was time to start our own. So we came up with “The Kobas Luxury Rentals”. We got an LLC, created a website, and took a six-week training program to get a certified license to run this business. In June, we acquired our very first unit in South Philadelphia, as the start to pursuing our business.

In the short-term housing solution business, we essentially lease properties from homeowners on a 12-month basis to provide a stay to our clients (business professionals, friends, travelers). Our company would be the leaseholders and pay the monthly rent rate just as a normal tenant would. We would typically have our clients utilize the unit from 3-120 days, and after each stays our professional cleaning would provide detailed cleaning services to ensure that all units are always kept in excellent/ for-sale condition. My favorite part of my business is remodeling the units and adding personal touches to upkeep top-tier standards for our properties. The way we would gain our profit is by ensuring that the units are booked a year-long and by promoting the business through numerous professional and social platforms such as Expedia, Airbnb, Vrbo, Trip Advisor, Bookings, Instagram, Tik Tok, Facebook, Corporate Housing, etc. Thus far, this has been one of the most successful business ideas we have decided to pursue. After acquiring our first unit, we knew we wanted to grow the business and eventually expand into having our real estate firms in the future.

The Bigger Picture is for our business to blossom into a successful business that provides job opportunities to our local community and gives back to the less fortunate. In the future, our goal is to become one of the most successful black realtor firms across the globe. We believe that representation is important, to break down stereotypes that can be detrimental to individuals' standpoints. As well as strengthen the outcome of having more minorities become more businesses and homeowners in the future. Overall our goal is to expand our business and also develop more businesses that essentially create a blueprint for others on how to be successful entrepreneurs in the business industry.