

LUXURY RENTALS & CORPORATE RETREATS

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# CM Holdings USA LLC





## *"Transforming the Vacation Rental and Corporate Retreat Experience"*

### **CM Holdings USA LLC**

- Exclusive vacation rentals, VIP club, and event company based in Las Vegas
- Customized vacation and corporate stay packages with concierge services
- Luxurious destinations combined with lavish homes in Premier U.S. locations



*Discover the ultimate fusion of luxury  
and adventure with Celebrity Mansions*

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- **EXCLUSIVE VACATION RENTALS, VIP CLUB, AND EVENT COMPANY IN DAZZLING LAS VEGAS**
- **TAILOR-MADE VACATION AND CORPORATE STAY PACKAGES WITH EXCEPTIONAL CONCIERGE SERVICES**
- **INDULGE IN THE PERFECT BLEND OF LUXURIOUS DESTINATIONS AND OPULENT HOMES**
- **UNFORGETTABLE EXPERIENCES AT PREMIER LOCATIONS ACROSS THE U.S.**





# Business Model

CM HOLDINGS USA LLC



# CM Holdings USA, LLC

CM Holdings has seen substantial YoY growth across its three brands:



VACATION RENTALS OF AMERICA



CELEBRITY MANSIONS



CORPORATE MANSIONS

# Scaling luxury for large groups

Our keys to success

- **OVER 15 YEARS OF SUCCESS**

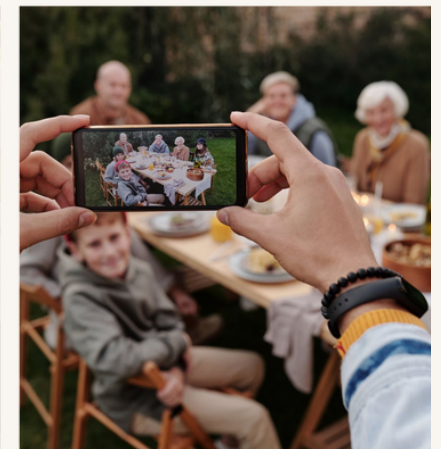
Our company has a proven strategy for catering to groups of 20+ people, and is ready for expansion.

- **SPECIALIZING IN 8+ BEDROOM HOMES**

CM Holdings stands out in the top 10% of the market.

- **LIMITED COMPETITION**

We operate in a niche market with diverse, repeat clientele, including: celebrities, family reunions, bachelor parties, weddings, and corporate retreats.





# Corporate Mansions: 15 years of corporate clientele



Microsoft



LG



AT&T



HEWLETT  
PACKARD



Delphi  
Technologies



# Celebrity Mansions: 15 years of famous faces



**GEORGE CLOONEY**



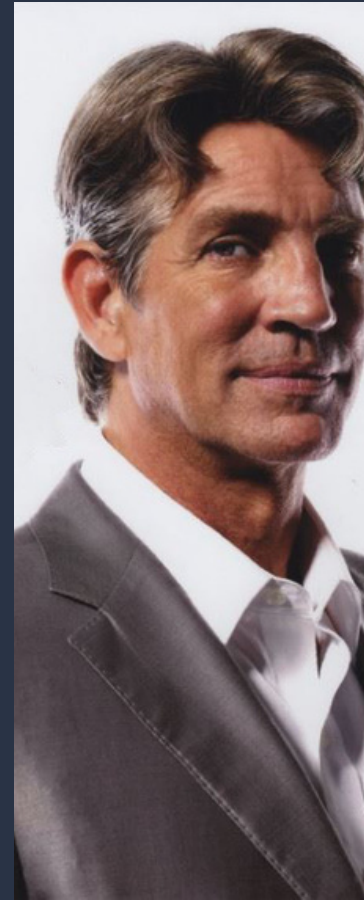
**MEEK MILL**



**SEAN COMBS**



**KHLOE  
KARDASHIAN**



**ERIC ROBERTS**

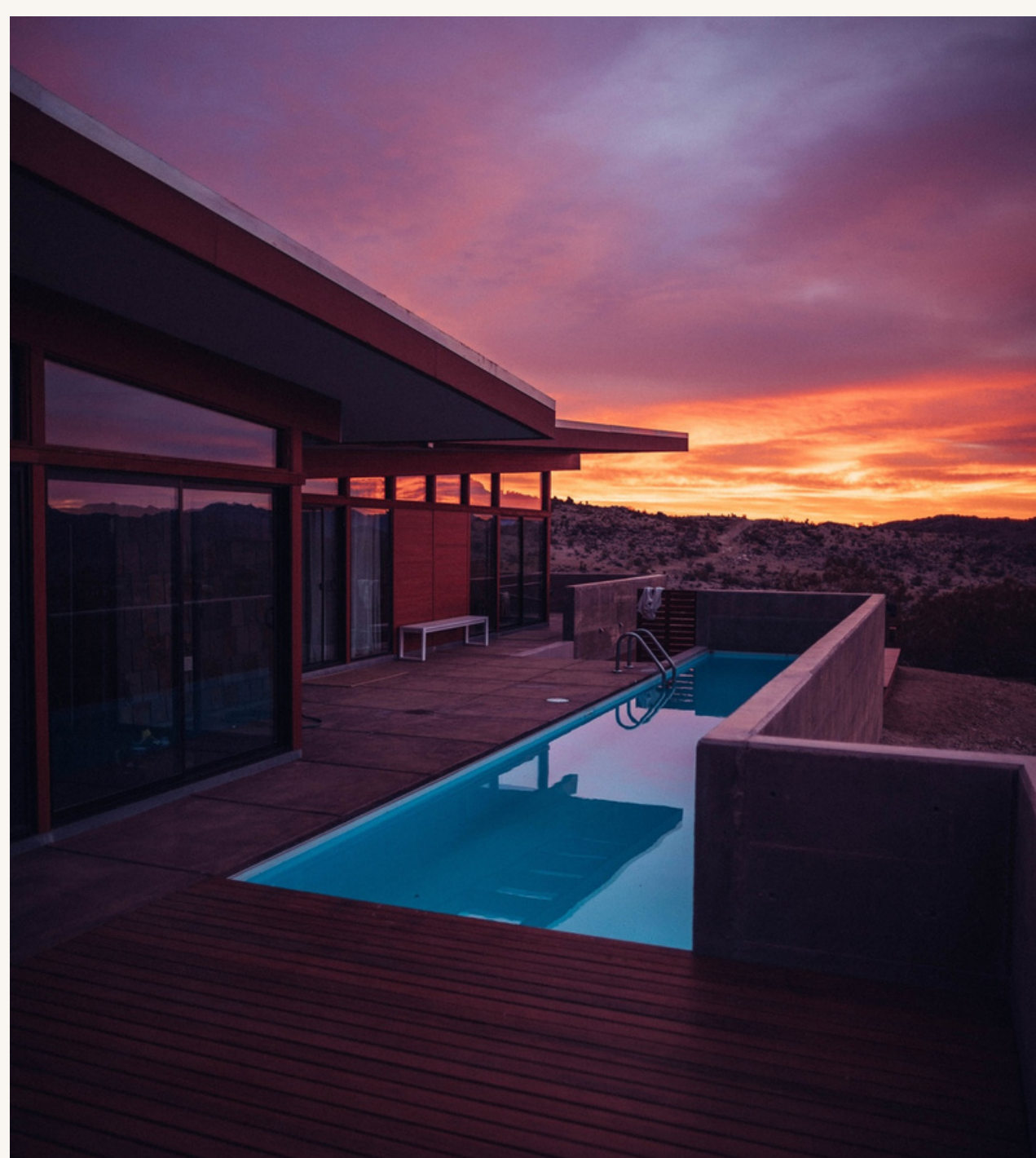


**TED NUGENT AND  
BAND**



CELEBRITY MANSIONS: KEY PROPERTIES

We make dream  
vacations  
a **reality.**



## Key Properties

# The Paradise Estate



- **SPACIOUS 5,500 SQ/FT PROPERTY WITH IMPROVEMENTS**
- **COMPETITIVE RENTAL PRICE RANGE OF \$1,850-\$2,000 PER NIGHT**
- **CONSISTENTLY LEASED 18 DAYS PER MONTH ON AVERAGE**
- **GENERATES AN IMPRESSIVE AVERAGE MONTHLY INCOME OF \$34K**
- **FEATURES 10 BEDROOMS AND 7.5 BATHROOMS, CATERING TO LARGER GROUPS**
- **[CLICK HERE](#) TO VISIT THE PARADISE ESTATE**



## Key Properties

# The Dean Martin Estate

- SPACIOUS 5,200 SQ/FT PROPERTY WITH IMPROVEMENTS
- COMPETITIVE RENTAL PRICE RANGE OF \$1,690-\$1,850 PER NIGHT
- GENERATES AN AVERAGE MONTHLY INCOME OF \$28,350
- FEATURES 7 BEDROOMS AND 4 BATHROOMS, CATERING TO VARIOUS GROUP SIZES
- GATED ENTRANCE, 6 CAR PARKING
- SEE MORE OF [THE DEAN MARTIN ESTATE HERE](#)



Key Properties

# The Martin Lewis Retreat



- **NEWLY RENOVATED PROPERTY IN HISTORIC DOWNTOWN LAS VEGAS**
- **COMPETITIVE RENTAL PRICE RANGE OF \$1,850-\$2,000 PER NIGHT**
- **FEATURES 7 BEDROOMS AND 4 BATHROOMS CAN**
- **HOUSE UP TO 26 ADULTS**
- **HEALTH & WELLNESS PACKAGE OPTION**

VIEW [THE MARTIN LEWIS RETREAT HERE](#)

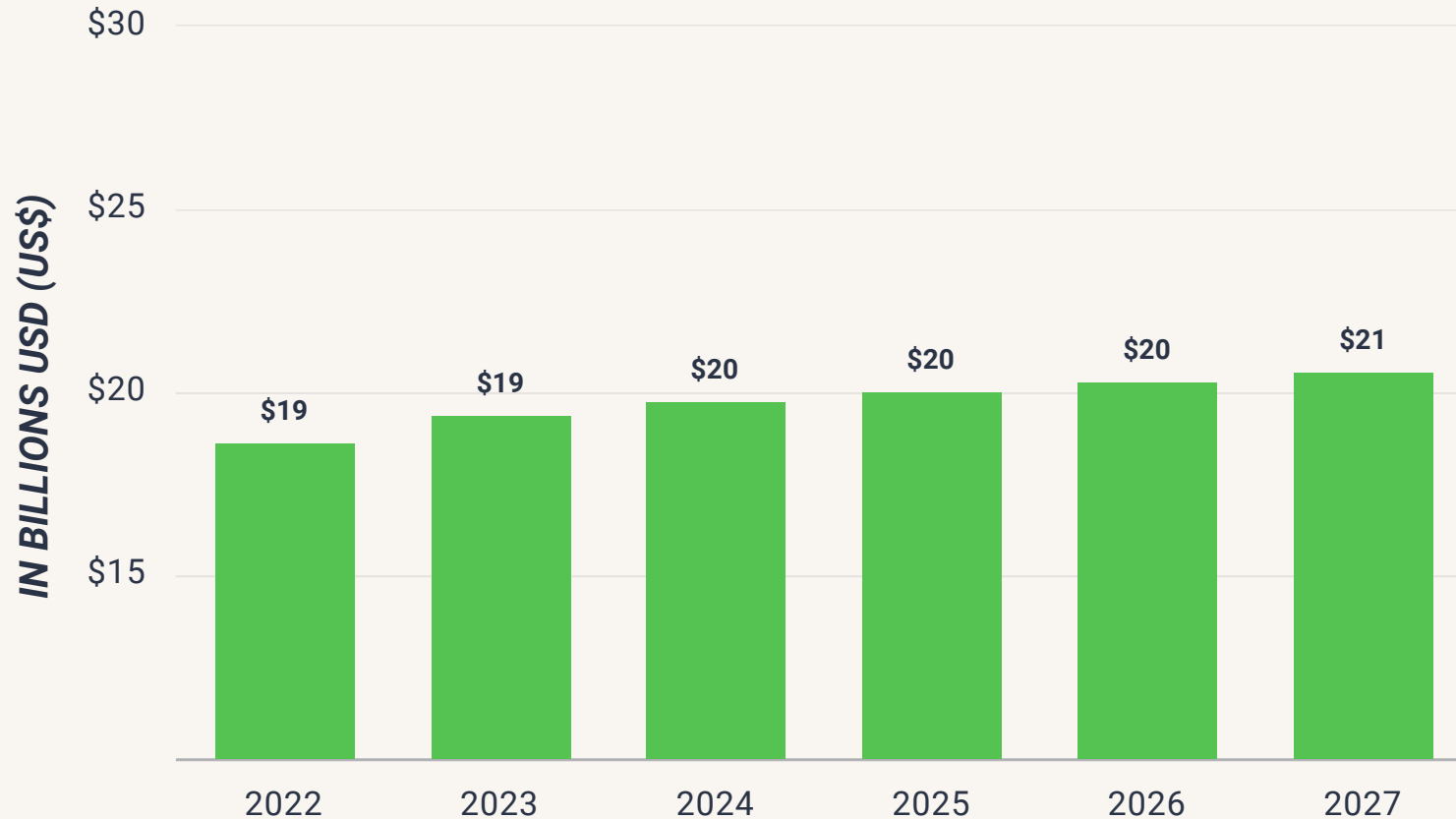




**The future is  
bright with  
CM Holdings.**

# Market Overview

UNITED STATES VACATION RENTAL REVENUE



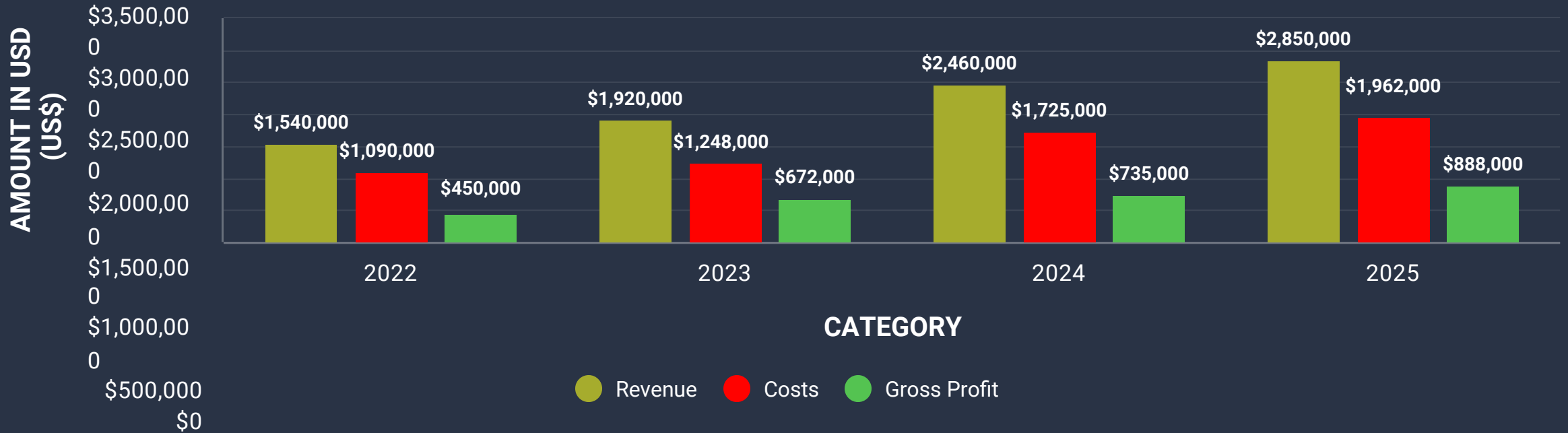
"Revenue is expected to show an annual growth rate (CAGR 2023-2027) of 1.49%, resulting in a projected market volume of US\$20.57bn by 2027."

**SOURCE: STATISTA - VACATION RENTALS U.S.**



# Why invest in CM Holdings?

## CM HOLDINGS FOUR-YEAR PROJECTIONS



**CM HOLDINGS CLOSED OUT 2022 WITH \$1.54 MILLION IN SALES REVENUE, AND WE FORESEE CONTINUED GROWTH IN THE COMING YEARS. AS LAS VEGAS REMAINS AN EVER-POPULAR VACATION DESTINATION, IT PRESENTS AN UNPARALLELED OPPORTUNITY FOR SUSTAINED, YEAR-ROUND REVENUE GENERATION.**

\*Data sourced from company financial statements.

# What's next?

## A PROVEN MODEL

Real estate investors typically see a 4% return on long-term rentals after 3 years, while short-term vacation rentals yield an impressive 121%.

## EXPANSION

From Las Vegas to **Orlando**:  
Convention center city, attractive prices, proximity to Disney, and top 3 wedding destination in the U.S.

## STRATEGIC ACQUISITION

Purchase distressed, off-market properties in clusters, renovate for 20-25 guests, and rent out for maximum returns.

## BRANDING

National brand: Vacation Rentals of America  
Sub-brands: Celebrity Mansions and Corporate Mansions







# Corporate Retreat Expansion

# Expanding corporate wellness

*Three successful properties*



## **DEAN MARTIN ESTATE:**

Consistent annual revenue of \$400,000 over the past 5 years



## **PARADISE ESTATE:**

Consistent annual revenue of \$500,000 over the past 10 years



## **THE MARTIN LEWIS RETREAT:**

Providing clients with a small wellness product offering in these locations can **generate over \$1 million in revenue** per year

**CM HOLDINGS USA, LLC IS TAKING ITS CORPORATE RETREAT BUSINESS TO THE NEXT LEVEL BY EXPANDING ITS SPA SERVICES AND WELLNESS THERAPIES AT THE HIGHLY SUCCESSFUL PARADISE ESTATE AND DEAN MARTIN ESTATE, TRANSFORMING THEM INTO CORPORATE WELLNESS RETREATS.**





# Growth potential

- **THE GLOBAL WELLNESS INDUSTRY GENERATES MORE THAN \$4.2 TRILLION GLOBALLY, AND CM HOLDINGS USA IS IN A PRIME POSITION TO CAPITALIZE ON THIS MARKET.**
- **CONSERVATIVE PROJECTIONS SHOW THAT AN EXPANDED OFFERING WILL MORE THAN DOUBLE REVENUE WITH ITS CURRENT CLIENTELE ALONE, FROM \$1 MILLION TO \$2.6 MILLION ANNUALLY.**
- **THE ONSET OF THE PANDEMIC HAS INCREASED DEMAND FOR HEALTH AND SAFETY PROTOCOLS, MAKING THIS AN OPPORTUNE TIME FOR CM HOLDINGS TO EXPAND ITS WELLNESS OFFERING.**
- **EXTENSIVE MARKET RESEARCH PERFORMED AMONG CURRENT CLIENTELE DETERMINED THAT THE REVENUE GOAL IS EFFORTLESSLY ATTAINED IF THE PRODUCT OFFERING IS EXPANDED TO INCLUDE A LARGER MENU SELECTION OF WELLNESS AND HEALTH OPTIONS.**

# Our blueprint: Expanding the Dean Martin Estate

## ACQUIRED THE ADJACENT PROPERTY

The property has been expanded to **2.5 times** the size of the Dean Martin Estate, making it ideal for a Wellness Retreat.

## INCREASE FROM 7 TO 12 BEDROOMS

The property expansion justifies an increase in guest accommodation rate from \$2,000 to \$4,000 per day, resulting in an **increase in annual revenue from \$750K to \$1.5M** from guest house bookings alone.

## THE IMPACT

Offering the Wellness Retreat in addition to guest house accommodations (minimum cost per person \$1,500) and premium a la carte wellness treatments (\$1,000 per person) will **generate an additional \$2M in revenue.**

THE COMPANY IS SEEKING FINANCING TO PROCURE ADDITIONAL WELLNESS EQUIPMENT TO EXPAND THE ALREADY SUCCESSFUL BUSINESS, AND THE INVESTMENT IS EXPECTED TO HAVE A SIGNIFICANT ROI.



# Current revenue and projected revenue

- **THE BULK OF THE COMPANY'S CURRENT BUSINESS COMES FROM RECURRENT BOOKINGS AMONG LARGE FORTUNE 500 CORPORATE AND TECH CLIENTS.**
- **MARKET RESEARCH AMONG CURRENT CLIENTELE INDICATES A STRONG DESIRE AND NEED FOR WELLNESS AND HEALTH-RELATED SERVICES TO BE OFFERED ALONGSIDE THE CURRENT PRODUCT OFFERING.**
- **THE CORPORATE TECH CLIENTELE BOOKS VACATION RENTALS OF AMERICA FOR VARIOUS DIVISIONS, UTILIZING THE FACILITIES FOR EVERYTHING FROM SALES AWARD TRIPS TO EXECUTIVE RETREATS.**
- **THE WELLNESS RETREAT BUSINESS MODEL FOCUSES ON CORPORATE GUEST BOOKINGS, VIPS, CELEBRITIES, AND EXECUTIVES.**
- **THE FOLLOWING CHART COMPARES HISTORICAL REVENUE AND CURRENT BUSINESS FROM CORPORATE BOOKINGS TO EXPECTED REVENUE BASED ON RATE INCREASES AND ADDED BOOKINGS OF WELLNESS RETREAT THERAPIES.**

# Current vs. Projected Revenue Comparison

Revenue Classification	Product/Service	Cost	Annual Bookings	TOTALS
Current Revenue Retreat Stay	Multiple Fortune 500** Clients - \$2,000/night x 7-nights = \$15,000/wk* (*other fees not included)	\$15,000	50- weeks	\$750,000
Projected Revenue Retreat Stay	Multiple Fortune 500 Clients - \$4,000/night x 7-nights = \$30,000/wk* (*other fees not included)	\$30,000	50- weeks	\$1,500,000
Projected Revenue Wellness Therapies	Pre-Selected Wellness Therapies (min required) \$30,000/wk*) *Avg 20-people x \$1,500 each	\$30,000	50- weeks	\$1,500,000
Projected Revenue Wellness Add-Ons	A la carte Wellness therapies that may be added to the min req. (\$10,000/wk*) *Avg 10-people x \$1,000 each	\$10,000	50- weeks	\$500,000
			<b>Projected First Year Revenue Wellness Retreat</b>	<b>\$3,500,000</b>

## Market research

# Targeted approach to growing the wellness and spa business

### **GROWTH:**

- Top 500 corporate tech clientele will be the main source of revenue for the expanded Wellness Retreat.
- Current clientele has expressed strong interest in an expanded menu of wellness therapies.
- The Wellness Spa therapy menu has been developed through researching the most utilized therapies in the industry and test-marketing certain wellness retreat equipment.
- Acquiring best-in-class machines and equipment to deliver wellness therapies prime the business for rapid growth.
- Current clientele will be sent targeted marketing collateral to consider when booking their next stay.

### **WELLNESS TREATMENTS & EXPERTS:**

- A professionally trained staff of 4-6 will administer therapies at the Wellness Retreat.
- A variety of wellness services will be offered on-site from 8 AM to 8 PM, including:
  - Assignment of a lifestyle coach for clients.
  - Staff will deliver the therapeutic benefits of the wellness machines.
  - Fitness trainer and nutritionist to outline individual programs.
  - On-site chef for meals.



# Wellness machine & equipment price list

Device : ***	Price:
AMD IonCleanse Klinghardt Detox Frequency Unit	\$4,342.5
Airnergy Activated Air System	\$16,500
Tesla Bed	\$42,000
Theraphi	\$37,500
Biocharger NG*	\$22,485
Morozko Prism Forge (Cold Tub)	\$23,850
Amp Coil	\$11,992.5
Lucia N03 Home Portal	\$37,200
Tennant Biomodulator and Biotransducer	\$9,900
Frequency Specific Microcurrent	\$3,700
Matrix Regeneration Therapy	\$37,500
Jade Facial System Microcurrent Therapy	\$14,940
BiCom Machine	\$52,500
Float Tank	\$37,332
Jade Infrared Sauna	\$22,500
Ofuro Hot Tub	\$22,948.65
Ozone Steam Sauna	\$10,031.93
Lifewave Activator	\$20,625
Electro-Lymphatic Therapy	\$5,992.5
Cryo Sauna	\$21,675
Heart Rate Variability Test	\$4,350
Quantum Resonance Crystal Bed	\$19,500
Clearlight Sanctuary 4 person Full Spectrum Infrared Sauna	\$14,000
Weberneedle Endolaser Photodynamic Therapy	\$110,000
<b>TOTAL:</b>	<b>\$603,365.08</b>

# Become part of the journey

- **THE COMPANY IS SEEKING \$600,000 IN EQUIPMENT FINANCING TO COMPLETE THE BUILD-OUT OF THE WELLNESS RETREAT ON THE DEAN MARTIN ESTATE PROPERTY.**
- **THE REQUESTED FUNDING IS SUBSTANTIATED BY THE REPEAT BOOKINGS OF FORTUNE 500 CLIENTELE OVER THE PAST 15 YEARS, AND IS EXPECTED TO TRIPLE REVENUE TO \$3.5 MILLION.**



CM Holdings USA LLC,  
Principle & Founder

# Bill Lyons

**William Lyons** has built highly successful multi-international businesses around the globe during the past 40-years.

*Learn more at*

[CELEBRITYMANSIONS.NET](http://CELEBRITYMANSIONS.NET)



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# Risk statement

As with any type of investment, investing in real estate implies some degree of risk. The purpose of this "Risk Statement" is to ensure that prospective investors understand that there are, in fact, certain risks inherent in the type of investing discussed herein.

Not every type of investment is appropriate for every investor. Each prospective investor, therefore, must assess the appropriateness of the investment opportunities being considered, in light of his or her short and long-term financial objectives, risk tolerances, and life-style preferences—remembering, always that it is never appropriate for any investor to place large portions of his or her assets into any single investment vehicle, or to invest money they cannot afford to put at risk, no matter how nominal the perceived risks might be.

Because of all of our placements are "project-specific", and secured by the value of underlying real estate, those who may choose to invest with us can expect, and will be afforded, complete transparency as to the current status and ongoing performance of each and all of the individual projects they may elect to participate in.