

Car Rental Marketplace

The Problem and The Solution

The luxury car rental market is fragmented. Dozens of independent agencies own high-end vehicles (Ferraris, Lamborghinis, Rolls Royces) but lack the technology to reach premium customers online. They rely on phone calls, manual emails, and outdated websites.

Halo allows you to solve this problem.

You are purchasing a complete SaaS (Software as a Service) platform. As the **Owner/Administrator**, you provide the technology platform. Independent rental agencies (**Providers**) sign up to list their cars. You charge them a subscription fee for access. **Buyers** visit your site to book these exclusive vehicles securely.

You do not need to own a single car. You own the marketplace where business happens.

Why Run This Platform? (Owner Value)

By acquiring and running this application, you secure a position in the high-ticket automotive niche with three distinct advantages:

1. Automated Recurring Revenue

This system is built for a subscription model. You set the monthly or annual price for agencies to use your platform. You configure this once in your Admin Dashboard, and the system handles the billing.

2. Zero-Touch Payouts

The application integrates **Stripe Connect**. When a customer rents a car, the payment is processed securely. The system is designed to route funds where they need to go. You do not manually transfer money to agencies; the system handles the financial logic.

3. Total Brand Control

You can rebrand the platform instantly. Through the Admin Settings, you can change the platform name, logo, and favicon without writing code. The dark, high-contrast

the platform name, logo, and favicon without writing code. The user interface aesthetic is designed specifically for the luxury market, building immediate trust with high-net-worth clients.

Understanding the Roles

There are three distinct types of users on the Halo platform.

1. The Admin (You)

You possess the "Keys to the Kingdom."

- **Responsibilities:** Configure global settings, set subscription pricing, monitor total revenue, and manage the user base.
- **Goal:** Maximize the number of subscribed Providers.

2. The Provider (The Agency)

These are your SaaS customers.

- **Responsibilities:** Create an agency profile, connect their Stripe bank account, upload vehicle inventory, set daily rates, and manage booking requests.
- **Goal:** Maximize bookings and maintain a high reputation.

3. The Consumer (The Renter)

These are the end-users.

- **Responsibilities:** Browse vehicles, select dates, pay for rentals, and leave reviews.
 - **Goal:** Find a specific luxury car for a specific date easily.
-

Quick Start Guide: Launching Your Marketplace

Follow these steps to go from "Software Owner" to "Active Business."

Step 1: Access the Admin Portal

Navigate to `/admin`` on your deployed application. Log in with your administrator credentials. You will land on the **Admin Dashboard** which gives you a bird's-eye view

credentials. You will land on the **Admin Dashboard**, which gives you a bird's-eye view of total users, bookings, and revenue.

Step 2: Brand Your Platform

Click on **Platform Settings** in the sidebar.

- **Platform Name:** Enter your business name (e.g., "Velocity Exotics").
- **Logo/Favicon:** Upload your brand assets.
- **Save:** The entire frontend website immediately updates to reflect your brand.

Step 3: Configure Monetization

Click on **Subscription Plan**.

- This defines what you charge Providers to list on your site.
- Set a Name (e.g., "Gold Partner Tier").
- Set a Price (e.g., \$299/month).
- List features (e.g., "Unlimited Listings," "Priority Support").
- Providers will see this plan when they attempt to upgrade their account.

Step 4: Ready for Traffic

Your platform is now configured. You can begin inviting local rental agencies to sign up as **Providers** via the main registration page.

Real-World Use Cases

Scenario A: The Passive Income Owner

You set up the platform and charge agencies \$99/month. You market the website to tourists in luxury destinations like Miami or Dubai. You onboard 50 agencies. You generate roughly \$5,000/month in recurring revenue from subscriptions alone, while the agencies handle all the actual car logistics and insurance.

Scenario B: The Agency Partner

"Miami Elite Motors" signs up as a Provider. They use your **Fleet Management** dashboard to upload photos of their new McLaren Artura. They set the price to \$1,200/day. They connect their Stripe account. Within hours, their car is searchable on your homepage.

Scenario C: The Weekend Renter

A user needs a car for a wedding. They visit your site, filter by "Convertible" and "White." They find the McLaren listed by Miami Elite Motors. They book it for Saturday. The payment is processed, and the car is reserved.

Key Features Breakdown

For the Owner (Admin)

- **Platform Intelligence:** View live counters for Providers, Consumers, and Total Fleet size.
- **Dynamic Branding:** Change your site identity instantly without hiring developers.
- **Subscription Control:** You dictate the pricing model for your SaaS customers.

For the Provider

- **Stripe Connect Onboarding:** A guided flow allows agencies to link their bank accounts securely.
- **Fleet Management:** A sophisticated interface to add vehicle specs (0-60 time, horsepower), upload high-res images, and toggle availability.
- **Payout Tracking:** A dedicated dashboard showing their earnings and past payouts.

For the Consumer

- **Visual-First Search:** A high-end interface allowing filtering by Location, Dates, and Car Type.
 - **Instant Booking:** A streamlined checkout process integrated with secure credit card processing.
 - **Mobile Optimized:** The entire booking flow works seamlessly on smartphones.
-

Detailed Instructions

How to Add a Vehicle (Provider)

1. Log in and navigate to **Dashboard**.

2. Click **Fleet** in the sidebar.
3. Click the **Add Vehicle** button.
4. **Details:** Enter Make, Model, Year, and Category (e.g., Supercar, SUV).
5. **Specs:** Enter the "Flashy" stats—Engine type, Horsepower, and Acceleration.
6. **Images:** Upload the highest quality image available.
7. **Pricing:** Set the Price Per Day.
8. Click **Create Listing**. The vehicle is now live on the public marketplace.

How to Connect Payments (Provider)

1. Navigate to **Dashboard**.
2. If you are not connected, you will see a prompt: "Setup Payouts."
3. Click **Connect Stripe**.
4. You will be redirected to Stripe's secure portal to verify your identity and bank details.
5. Once finished, you are returned to the Dashboard with a "Stripe Connected" badge. You can now receive money.

How to Manage a Booking (Consumer)

1. Go to **My Bookings** in the top navigation.
2. View a list of Upcoming and Past trips.
3. Each booking shows the Vehicle, Dates, Total Cost, and Status (Confirmed/Pending).