



Carcierge Motors

About Us

To understand Carcierge Motors begins with understanding the “W’s” behind it (apologies for the consultant coming out in me); Who, Why, What, When

Who

Carcierge Motors is an independently own and operated boutique, service oriented, automobile “ad”venture born out of the love for cars and people by myself, Scott Friedman. After way too many years thinking and dreaming about how I could possibly make a living involving people and their cars, yet too scared to step out there and try in the name of financial security for me and my family, I finally decided to go for it and stepped away from a 40+ year corporate career and test my dreams and my faith as a car guy. As I see it, there are two possible outcomes: 1) I will fail miserably and start knocking on corporate door begging for work or 2) I will be kicking myself for being too scared to have taken the chance 20 years ago. I guess it will be up to you and I together to see whether fate has door number 1 or door number 2 in my future.

Why

I have always had a passion for “cool” cars going back to when I was a kid. I never had the money to really experience them so spent my time reading about them, going to dealerships and car shows to drool and look at them. As a young adult I started dipping my toes in that water buying what I thought were cool cars that were rare, unique and fell on the lower side of the cost equation. The Friedman men played with such odd yet fun cars as a Lancia Scorpion, Fiat X19, Alfa Romeo Alfetta GT and Montreal, Detomaso Pantera to name a few. Ferrari and Lamborghini were out of the question, so we looked for the closest we could find for your budget. We had a blast enjoying these cars, explaining to people what they were, taking them for rides and created some of our finest memories. I share this background to say that I want to help create similar such times

and memories for others regardless of what your budget might be, there is a cool car for you.

Second, cars can be a scary “ad”venture. They are often amongst the more expensive purchases you will make and the understanding level ranges from experts and gearheads who know it all to people who know very little and just want to turn the key and it goes. Finding a partner with a moral compass you can trust that will be there long-term to help you navigate those time consuming and often choppy waters of car searching, purchasing, ownership, repairs and eventual disposition, is a valuable and worthy partner to invest in. I want to be that partner for you. Whether it be your daily driver, a toy, investment, first car . . . whatever, I want to be your single source of truth and advisor. You hire trusted partners for your other significant monetary investments; realtors for your home, CPA for your taxes, financial planners for your investments/retirement, trust attorneys for your estate, doctors for your health, etc. but how many of you have a trusted advisor/partner regarding one of your other larger investments, your car(s)? Many of you put your trust in short term relationships with dealerships running sales, mechanics you have a coupon for, and the like, and that is with no disrespect for those businesses, but they more likely than not, short term relationships where they may not have YOUR best interest at heart. That is the niche that I hope to differentiate

myself from the others. My focus is on YOU and your automotive needs and to simplify and make the experience as cost effective and enjoyable an experience as possible. To be one of your trusted life partners similar to that of your CPA, CFP, therapist, etc. Thus, the name, Carcierge Motors, to be your one stop shop for your personal “Car” Concierge.

What/When

I will admit, I have visions and possibly delusions of grandeur with what I want Carcierge Motors to become. For it is God who says if we do not dream big, we are insulting him by not trusting in Him that anything is possible with Him by our side. So, dream big I shall. But first, I must dream small to make the transition of a steady corporate salary to zilch while coupled with the limited capital I have to get this dream off the ground. With my wife’s blood pressure already starting to rise, I hope I can be successfully get this rolling before it gets too high. So, What is Carcierge Motors and When can I enjoy this benefit? I want it to be something that creates joy and memories for you, your family and your friends, for live is about experiences together. I want the experience to exceed expectations. I want to be of service to you when Life Happens and gets in the way. I want to be the reason your relationship with your automobile is as good as it can be vs a nightmare as we all know it can be. Sometimes we take for granted

how dependent we are on our cars and they do not necessarily always cooperate with us when they want to misbehave. I have a challenging back and love life when it is working properly and am close to crippled when it is not, and I sometimes forget to fully appreciate the times when it is behaving, because life is miserable when it is not. And without a support

team, it is even more miserable. A car can be the same way and we do not appreciate it fully when it is running and behaving, but can generate true challenges when it is not, especially if you do not have a support team around you to help. So, simply put, within limits of course, Carcierge Motors is what YOU want it to be to make life better.

The Vision

I see the evolution of Carcierge motors in phases, and the speed of those phases depends on the speed of our success together.

Phase 1

For starters and Phase 1, I will offer the following services:

Automobile Acquisition

[Buy/Consign]

Whether it be for your dream car, a toy, investment, daily driver or your child's first car, I can help you acquire that vehicle. I will have my own, limited inventory for sale or if I don't have what you want, I can help you find what you desire. There is the time consuming tasks to go dealership to dealership, or spend hours shopping online, contacting sellers, negotiating, etc. Many of you hate the prospect of doing that. Some of you love it. To each their own. And, not to mention the unfortunate growing trend of fraud that is taking place in the automobile industry can leave you without your money and without a car. I learned this one from experiences and am wiser for how to prevent that from happening to you. Net/Net: I can assist with the unwanted heavy lifting locally,

nationally, through auctions, etc. and share my findings so you simply say yes to the one that is right for you. I can assist with navigating though other necessary or optional items such as paperwork, negotiations, transportation, registration, sales taxes, warranties, financing, etc.

Automobile Disposition

[Sell/Consign]

Similar, but in reverse to Acquisition, I can buy your car from you or I can do the heavy lifting of helping you market and sell your car. So many of you don't have the time nor desire to try to sell your car for top dollar (aka retail) and market, field prospective buyer questions, arrange to meet, have them test drive you car, draft up paperwork, collect funds, etc. There are time, knowledge and safety elements to navigate with this approach. Or the

other option is to trade your car in to dealerships and sacrifice top dollar (aka wholesale).

Then they will turn around and sell your car for a retail price. I can do the same for you as well, but without the high costs of staff, large dealerships, etc. I should be able to give you a more attractive price for your car than them, and/or, I can shop your car in search of the best price from a given dealership.

Storage

I believe there is a big and growing market for this service and I am excited about what this can become. I will have a safe haven to store your vehicle for short or long-term needs. My enclosed and secured facilities and services can cater to your unique needs. We can help should you find yourself in any of the following scenarios or other situations you might encounter:

1) You have more cars than you have garage space and do not want it sitting outside exposed to the elements

2) You are assigned an extended overseas assignment and want a safe place to store your car while you are out of town or the country. Or similarly, you are traveling on a shorter term venture (vacation, work, funeral, etc.) and prefer your car securely protected vs home alone or parked at the airport.

3) You have a collector car and either don't have room in your garage, or don't have a garage and do not want it

parked in an open apartment or condo garage.

4) You are doing home improvements and filled your garage with furniture and stuff and don't want your car(s) parked outside

5) You have your kids home for the summer and want to provide them garage or parking space and need to move your toy or collector car to a safe haven.

While your car is in our trusted hands, we will care for it as if it were our own. We can offer additional services such as covers for your car, oil floor pans, battery charging, starting and/or driving it for fluids and tire benefits, and some 3rd party partner services such as washing/detailing and servicing/repairs. Transportation to and from the airport and/or delivering your car to your home or work can be addressed as well.

As facilities fill up, I will maintain standby interests and once reaching appropriate levels, I will acquire additional facilities where needed to meet the demand. My eventual vision/dream is to build my own facilities, custom designed for state of the art accommodations for your vehicle and your lifestyle for accessing them.

Transportation

I can assist with the transportation of your vehicles, whether it be getting a newly purchased vehicle to you,

shipping your sold vehicle elsewhere, facilitating your move out of or to the Metroplex, transporting your college student's car to and from, transporting your cars to your vacation or summer location, or to your longer term relocation assignment, or possibly moving a vehicle in need of service, repairs, restoration, etc. To start, I will have vetted, trusted 3rd party providers of this service with the eventual vision / dream to own our own fully enclosed auto transportation trailers where we are more in full, 100% control of the process from start to finish.

Other Personalized Care / Membership

Let's call this Phase 1B and to be discussed and customized for your unique needs (capabilities permitting), I hope to be able to offer Concierge services for you and your car. This is catered for the ultra busy, whose without a helping hand or those who know nothing about car ownership and the like.

Some examples include (but not limited to):

- Assisting with the **annual vehicle registration and inspection** process. You don't know where to go or how to do it or don't want to do it or can't do it.
- Similarly, dealing with your vehicle's **services and repairs**. For example and I'm sure you have experienced this before, it can be challenging to drop a car

off at a shop (including if you don't even know which shop you should be taking it to or which is best for your given situation) and now you are without a car for a particular time period and need to get someone or Uber to take you home, or to work, or wherever. Then you have to find someone or Uber back to the place to pick up your car. You all know how painful this can be, especially if you are single, or handicapped, or ill, or out of town, etc, etc. I want to be able to lift this burden from you and assist with the process, including the ability to provide or arrange for alternative transportation during this time. This would likely be through my arrangement with 3rd party rental cars with the eventual vision / dream to have a large enough fleet / inventory to be able to have cars at my site and disposal to loan out to my clients.

- Assisting with **vehicle enhancement and services**, supporting you with such services as washing / detailing, protective wraps, engine performance / modifications, restoration, dent and scratch removal, etc. I can also assist with arranging photography of your baby, for memories, sale, etc. I also have connections if you want to put your baby to work for you, buy arranging your

car to be in advertising promotions, wedding escape vehicles, movies, etc. No guarantees of course, but can assist you with these visions should you have them.

- Providing **1st class transportation to and from the airport** vs current existing means.
- Assisting when **life happens**, such as you wake up to a dead battery, you are stuck on the side of the road, your car got towed, you are locked out of your car, you lost your keys, you need to pick up your sick child at school and you don't have a

car, etc. We want to be there to help minimize the stress associated with life when it happens.

- For the real car enthusiast, I hope to offer sale and access to some of the better **automobile memorabilia**. Whether it be for your mancave, office, game room, gifts, etc. acquiring neon signs, classic gas pumps, art, furniture, etc. from \$10 to \$50,000. There is some really cool stuff out there and I welcome the opportunity to assist your hunt for the perfect memorabilia.

Phase 2

This is where God really steps up to the plate. So, stay with me here, as this is going to be good from this point forward!

Carcierge Shares

Carcierge Shares - Car Sharing

This concept is not necessarily unique or new, but did not necessarily take off from what I have seen. I think it can if done right. Today, you spend maybe \$1,000, \$2,000, and beyond on your classic, luxury, sports, exotic dream car. You have that 1 car to enjoy and maintain while most will be depreciating over your time of ownership. What if there was a fee based membership with several levels based on your desires, where you have access to an entire collection of

similar such cars at your disposal. Now you have access to dozens of cool cars, not just one. Going on a date with the wife, take the Mercedes sports coupe and put the top down. Headed out of town to a soccer tournament, take the Escalade. Have clients in town, take the 7 Series Beemer sedan. We maintain, we own and you insure and drive. No worries to purchase, dispose, maintain, deal with depreciation, upside down equity, etc. Simply, reserve, insure and drive. Another variation of this model, is that you can contribute your car into the collection, where you own the car, but you receive a discounted membership access to the collection

and/or receive revenue for your car when it is used by other members. This will allow for an even larger collection for the members, while saving some money allowing your car to earn income as part of the collection.

Carcierge Shares - Car Rental

You would have access to our collection as a rental option, vs Hertz and other such car rental companies. You would have access to a premier collection, with what I would hope to be a more convenient process. As a car owners, you can offer your car for rent to the membership for income and or we can manage your car in Turo or other such rental programs to again, generate some income for our vehicle. I have read about people to get to own cool cars and don't pay a dime for them as the rentals supplement, break even or make the owners money. We would handle and manage all the administrivia, and you just receive the income.

Carcierge Shares - Car Storage

Think of this as an Air BnB for cars. My storage facilities are not located in a convenient location for you at this time, or you are possibly even outside of the metroplex. And, you have a mancave, cardominium, large garage or rental or commercial property. Members can store their car in your facilities for a fee, earning income for real estate you already own or have access too. For example, I know a developer who built a 36 unit townhome project and has 72 garage spaces. While his units are slow to sell

during these times, he would love to collect income by storing cars in his empty 72 garages. We do all the work and you collect the income.

The Carcierge Museum

As a member, you have access to a host of 3 rd party automotive industry discounts, from insurance, maintenance, transportation, extended warranty, financing, etc. Often, finding insurance or financing for specialty cars can be hard. We would be here to help. Eventually, I'd like to have a white label brand of car care products meeting the high standards set by our members.

Carcierge Cares

Carcierge Cares – Safety Training

Assisting young or new drivers with driving lessons, whether it be for drivers ed, drivers safety, defensive driving, or performance driving. Hosting teachers, classes, training, special guest, etc. to help teach and educate the art and science behind safe driving.

Carcierge Cares – Giving Back

While many of my clients and members will be blessed with the financial resources to enjoy the best the automotive industry has to offer, there are many out there who are blessed in different ways, but struggle with the ability to acquire or deal with the expenses that come with the high cost of automobile ownership. We, as Carcierge Cares and its clients and

members, will offer assistance, fundraising and support to those in need as it relates to transportation.

Whether it be:

- **Grant / Scholarships:** to help those in need or suffering hardship to purchase or rent a vehicle, whether it be due to illness, divorce, abuse, child's first car, loss and the list goes on.
- **Financing assistance:** to assist and have partners and or members to assist in the financing to lower income families or even families going through difficult financial or emotional times that might not be able to get approved through normal and traditional means.
- **Donating:** to needed individuals, schools, businesses and organizations where transportation would provide much needed support for their need or cause.
- **Physical assistance:** to assist with those who are dealing with physical challenges, to assist regaining their ability to drive or aid in the reconfiguration of vehicles to transport those in need of special assistance. We want to be able to help those in need of finding such help.
- **Sponsorships:** I would like to see our name as sponsors for worthy philanthropic causes. To show the world that privileged car geeks do care and want to help those that help others. And conversely, have sponsors of Carcierge Motors the we help

promote and pitch their cause with our time and finances who give back to the community.

- **Christmas:** Offering a host of services, whether it be time, gifts, food, etc. to help make the holidays a time to remember, not a time to forget. And this line of thinking will go well beyond the holiday season.
- **Dreams:** Providing special people, special dreams come true opportunities. Whether it be taking kids to a car show, or taking them for a spin in a Lamborghini. Giving those who struggle to dream, the hope that dreams do and can come true.

Carcierge Social

Carcierge Travel Experiences

Through my travels and time working in the travel industry, offering custom, pre-packaged travel experiences revolving around the automotive world. Whether it be hosting members, clients or select others to the Cour d Elegance in Pebble Beach CA, Grand Prix of Monaco, Daytona, Mecum Auction in Scottsdale, the Exotic Driving Experience, Ferrari Museum in Italy and the list goes on. The trip would be turn key, where you pay and show up and leave the rest up to us.

Carcierge Community

Establishing and facilitating for our clients, members blogs and

newsletters for advise, sharing information, posting car finds, events, etc. Establishing a social present on social media. Attending local car shows, events, auctions, parades, etc. Hosting exclusive events for our community, for celebratory to fund raising to sharing our love for cars.

Carcierge Holdings

Carcierge Holdings - Investments

There are way too many cars to mention that I would love to own but will never have the fortune to do so due lack of time or resources. With many years in the commercial real estate industry, why not take that model to auto investing. There is an offering, whether it be for a specific car, set of cars or general fund for non-disclosed cars, where people invest in fractional shares until the needed funds are secured and then the purchases are made. You become a fractional owner in that car(s). For example, I would love a '63 Corvette split-window, or Mercedes gull-wing – not happening. But, 10 like-minded individuals put in \$10K - \$30K, etc, each, this investment group then seeks, purchases and owns said vehicle, with the rights ownership offers. When the time comes to sell, the proceeds get divided up according to your ownership % to be kept, reinvested in the next “fund”, etc.. This allows for many to enjoy what they could not enjoy and experience on

their own. I would be responsible for the management of the fund and care of our investments, and you are there to relax and enjoy.

Carcierge Holdings – Saves

Provide financial assistance and tools to help and support those who might want to save for a car, whether it be for their child’s first car, or teach and assist the child how to save for their first car, save for the car of your dreams, etc. Maybe even offer some sort of matching program to help them get off on the right foot. Offer advise and 3rd party assistance with auto money management.

Carcierge Country Club

Saving the biggest and boldest stretch goal for God (well not a stretch for Him, but for me). There are a few tracks around the Metroplex, but none like what this will be. Simply put, similar to any fine golf course country club, but instead of 18 holes, we have a road course to experiences together with friends and family on just what our cars can really do outside of testing out skills up I75. Clubhouse, racing, performance training, mechanics, full service care of your car, events . . . the works. Since a picture is worth a thousand words, check out The Thermal Club, in Palm Desert, CA, www.thermal.cc, for a feel for the full big picture of my vision and dream.

Conclusion

Coming full circle to this section “About Carcierge Motors”, I questioned whether I should share the “future” vision vs what can I do for you today. I concluded I want my clients to understand the vision and dream I have for myself, for this company, and the opportunities and possibilities that I can offer you. This is not your traditional “dealership”, but what I hope to be an ongoing relationship amongst upper end car owners / enthusiasts where I can help facilitate and partner with you to make your automotive experience, simplified, enhanced, unique and memorable in a way that you might not have tried or done on your own. That is the Carcierge Motors value proposition I hope to bring to you in a way very few can or are willing to try. Thank you for visiting Carcierge Motors and look forward to meeting you and your cool ride.