

# Is Limo Rental Business Lucrative?

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Monday, 26 November 2007

Is The Limo Rental Business Lucrative? Pros And Cons Monday, November 26 2007 @ 07:24 AM Central Standard Time

Starting a limousine rental business these days is seen as a good investment choice. As the tourism and hospitality markets have been stable for decades, this investment venue is seen as a sector that will continue to experience steady revenue growth.

Although the competition is currently stiff, there always seems to be room for operators who are reliable and provide good-quality service that most customers look for. Limousines serve as an elegant and comfortable means of transport, and these are used for a wide array of events and occasions, such as corporate parties, proms, weddings, bachelor parties, city tours and out-of-town excursions.

## The Limo Rental Industry Has A Lot Of Potential Clients

According to current data from Limousine and Chauffeur magazine, the breakdown of potential limo rental service customers are in the following areas: hotel and resort clients, night-on-the-town transportation, corporate shuttling, weddings, funeral transport, proms, and other occasions. The business is usually broken down into two major aspects: Corporate/professional clients and occasional customers, and most rental firms specialize in either one or both.

Corporate customers span a wide range of businesses that use these services for ferrying their executives, clients and customers. Much of this service involves airport-to-hotel transportation, as well as shuttling clients to restaurants, theaters and other entertainment venues. Corporate clients can be at times, more demanding than the standard client. These people expect prompt and reliable service, particularly when the need suddenly arises.

## Keeping Clients Satisfied Ensures A Successful Limo Rental Business

If you so wish to invest in this type of business, you need to do all you could to make your customers happy, and satisfied. Be prepared to do a great deal of cold-call selling to capture these lucrative accounts, which include corporations, law firms, investment firms and banks.

As the occasional customer usually celebrates some sort of event; whether it's a birthday, anniversary, wedding, bachelor party, office party or prom, you need to be prepared to serve the needs of varied groups of people and events. Your advertising needs to focus on your ability and desire to make any kind of event feel special and memorable.

As with any type of business, you need to do a lot of research before you start operating. It is good to understand your competition, your target market, and the specific area you wish to operate. You also need to be creative in determining how you are going to make your service unique, and different, or better than the competition.

Once you're in operation, you need to ensure that you can facilitate inquiries, handle different sales accounts, deliver professional service and provide information to your prospective clients on a 24-7 basis. Your customers also need to get their queries effectively answered, and place orders at their convenience, without having to let them wait in line either on site or on the phone. You also can build and enhance customer relationships by staying in touch with them via e-mail, or through opening an online website.

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