

GEN6 ENTERPRISE

HOW WE BUILD A MOBILITY BUSINESS

Housing. Transportation. One Client. Done differently.

The Model

Who We Serve

How It Works

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GEN6 Enterprise — Fleet. Housing. Mobility.

gen6enterprise.com

What GEN6 Actually Is

GEN6 is a mobility company. We get paid from where people stay and what they drive — at the same time, from the same person.

Most businesses pick one thing. We built a model that combines two services into one relationship. That is the whole idea.

SIDE ONE

Housing

We provide furnished mid-term housing to traveling professionals who need somewhere to stay during their assignment.

SIDE TWO

Transportation

We provide vehicle rentals to those same clients so they have reliable transportation for the duration of their stay.

One client. Two services. Two income streams.

That is what separates GEN6 from a standard rental business.

WHY WE BUILT IT THIS WAY

Traveling professionals have two problems every assignment.

They need a place to stay and a vehicle to get around. They are solving both problems separately. GEN6 solves both at once.

Owning both relationships means more stability.

One long-term client paying for housing and transportation is more reliable than chasing two separate short-term clients.

It builds a real company, not just a side hustle.

Insurance companies, agencies, and corporate clients take a registered mobility company seriously. That opens bigger doors.

The People Who Need What GEN6 Offers

We focus on one type of client: traveling professionals. These are people who move from city to city for work. They need housing and transportation every single assignment. Here is who they are.

01

Travel Nurses

Healthcare professionals on 13-week hospital assignments. They need a furnished place near the hospital and a reliable car. They move every few months and repeat the process.

02

Construction Workers

Brought in for large projects — sometimes entire crews at once. They need housing near the job site and transportation to get there. Assignments can run weeks to months.

03

Corporate Travelers

Employees sent to another city for extended projects or relocations. Their companies often cover the cost. They expect clean, professional, turnkey accommodations.

04

Government Contractors

Workers on federal or state contracts who are stationed away from home. Long assignment windows. They value reliability and proper documentation above everything.

05

Insurance Displacement

People who lost access to their home due to fire, flood, or damage. Insurance pays for temporary housing and transportation directly. Immediate need, fast placement.

The GEN6 Operating Process

Here is how we actually run the business. Each step is intentional. Nothing is complicated. The goal is to serve the client well and build the relationship.

1

Set Up the Legal Foundation

Before anything else, the business is properly formed. LLC, EIN, and a dedicated business bank account. This separates personal finances from business finances and allows us to operate professionally.

2

Build the Fleet and Housing Inventory

We acquire vehicles and source furnished housing units in markets where traveling professionals work. We focus on quality, reliability, and proximity to hospitals, job sites, and corporate offices.

3

Go Direct to the Client

We do not rely on platforms like Airbnb or Turo. We build direct relationships with clients and the agencies that place them — staffing firms, relocation companies, and corporate HR departments.

4

Serve Both Needs at Once

When a client comes to us, we handle housing and transportation together. One conversation. One agreement. One point of contact. They get everything they need without hunting for two separate services.

5

Build on Referrals and Repeat Business

Traveling professionals talk to each other. A nurse who had a great experience refers her colleague on the next assignment. Repeat clients come back to us every time they move to a new city.

What This Business Looks Like Financially

These are the rates we work with in the market. Every city is different. Every client is different. But this gives you a realistic picture of what the GEN6 model produces.

Housing Rate

\$1,500 – \$2,200

per month

Furnished mid-term unit for a traveling professional

Vehicle Rate

\$300 – \$500

per week

Reliable transportation for the duration of the assignment

A SIMPLE EXAMPLE

Setup	Housing	Fleet	Combined
1 housing unit + 1 vehicle	\$1,800/mo	\$1,600/mo	\$3,400/mo
3 housing units + 3 vehicles	\$5,400/mo	\$4,800/mo	\$10,200/mo
5 housing units + 5 vehicles	\$9,000/mo	\$8,000/mo	\$17,000/mo

Vehicle rate calculated at \$400/week. Housing at \$1,800/month. Rates vary by market.

FROM TREY

Why I Built GEN6 And Why It Works

I started this business from nothing. No mentor. No blueprint. No connections. Just a decision to build something real instead of waiting for a different life to show up.

GEN6 exists because I saw a gap that nobody was filling. Traveling professionals were solving housing and transportation separately every single assignment. Nobody was packaging both into one service and building a real company around it.

That is what we do. We built the infrastructure, the systems, and the client relationships to serve people who need mobility solutions. Housing and transportation under one roof. Direct. Simple. Professional.

This guide is just a look at what we have built and how we think about it. If any of this resonates with you, follow the journey.

— **Trey Hill Jr, GEN6 Enterprise**

Follow the Build

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