

How I Built a Profitable Rental Car Business Using Basic Economy Vehicles

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INTRODUCTION

FROM NATIONAL CHAMPION TO BUSINESS BUILDER

My name is Jasmine Carson.

I am a former LSU National Champion and former professional athlete. For years, I competed at the highest levels, learning discipline, structure, resilience, and how to perform under pressure. Basketball took me overseas and exposed me to different cultures, environments, and challenges that forced me to grow.

But when I returned home, I faced a new game — entrepreneurship.

Sports gave me structure.

Business gave me ownership.

I knew I didn't want to depend on one stream of income. I wanted control. I wanted leverage. I wanted assets that paid me consistently whether I was working or not.

That's when I started my rental car business — not with luxury vehicles or exotic cars — but with reliable, basic economy vehicles.

What began as a simple cash-flow strategy turned into a scalable business model. And eventually, I discovered a deeper passion: teaching others how to build the same type of income for themselves.

This book walks you through my exact process — from purchasing to pricing, marketing, protecting, and scaling.

If you're ready to build income with structure, strategy, and discipline — let's begin.



CHAPTER 1

WHY ECONOMY CARS BEAT LUXURY CARS

Most beginners make the mistake of chasing image instead of income.

Luxury cars look impressive, but they come with higher payments, higher insurance, higher maintenance, and a smaller customer base. Economy cars, on the other hand, serve everyday people with everyday needs.

Why economy cars win:

1. Lower purchase price (typically \$4,000–\$9,000 cash range).
2. Faster return on investment.
3. Higher demand year-round.
4. Lower repair costs and widely available parts.
5. Better gas mileage — attractive to renters.

The key is reliability. Models known for durability (Toyota Corolla, Honda Civic, Hyundai Elantra, Nissan Sentra) tend to perform well in this business model.

Example:

- ▶ Purchase price: \$6,000
- ▶ Weekly rental rate: \$300
- ▶ Monthly gross: \$1,200
- ▶ Break-even timeline: Approximately 5–6 months.

This is a cash-flow model. Focus on consistency, not flash.





CHAPTER 2

BUILDING A STRUCTURED RENTAL MODEL

Structure is everything in this business.

I chose weekly rentals instead of daily rentals because it reduces turnover, increases stability, and creates predictable income.

Sample structure

- ▶ \$275–\$350 per week (depending on market)
- ▶ \$200–\$300 refundable deposit
- ▶ Payments due every 7 days
- ▶ Late fees clearly defined
- ▶ No partial payments

Always collect

- ▶ Copy of driver's license
- ▶ Proof of income
- ▶ Signed rental agreement
- ▶ Deposit + first week upfront

Your agreement should clearly outline

- ▶ Payment schedule
- ▶ Late fee policy
- ▶ Maintenance responsibilities
- ▶ Mileage limits (if any)
- ▶ Return conditions

When expectations are clear, disputes decrease.

Treat it like a business from day one.

CHAPTER 3

GENERATING LEADS WITH FACEBOOK MARKETPLACE

Facebook Marketplace is one of the most powerful free marketing tools available.

Why it works

- ▶ Built-in traffic
- ▶ Local visibility
- ▶ Free listings
- ▶ High intent buyers

Listing Tips

- ▶ Take clear daytime photos (exterior + interior).
- ▶ Include mileage and condition.
- ▶ Clearly state weekly rate and deposit.
- ▶ List requirements up front.
- ▶ Respond quickly to inquiries.

Sample Listing Framework

“Reliable 2013 Toyota Corolla for Weekly Rental

\$300 per week | \$250 deposit

Cold AC | Clean interior | Great on gas

Requirements

Valid driver’s license

Proof of income

Deposit + first week upfront”

Consistency strategy

- ▶ Renew listings every 3–5 days.
- ▶ Post in local buy/sell groups.
- ▶ Use professional but firm communication.
- ▶ Pre-screen before scheduling meetups.



Speed + professionalism = higher close rate.

CHAPTER 4

RISK MANAGEMENT AND ASSET PROTECTION

This is not optional — protection determines profitability.

You must

- ▶ Use a written contract.
- ▶ Verify identification.
- ▶ Verify income.
- ▶ Document vehicle condition with photos before handoff.
- ▶ Collect deposit before releasing keys.

Consider

- ▶ GPS tracking devices.
- ▶ Commercial insurance policies.
- ▶ Separate business bank account.
- ▶ LLC structure for liability separation.

Deposits protect against

- ▶ Missed payments
- ▶ Damage
- ▶ Cleaning fees
- ▶ Abandonment

Clear boundaries

No payment = no vehicle.

No deposit = no keys.

No documentation = no deal.

Professional systems prevent emotional decisions.



CHAPTER 5

SCALING TO A FLEET

Once your first vehicle is stable and consistently rented, reinvest profits instead of increasing personal expenses.

Scaling model

Car 1 → Stabilize

Car 2 → Duplicate system

Car 3 → Create systems for tracking

Track

- ▶ Weekly revenue
- ▶ Maintenance costs
- ▶ Insurance costs
- ▶ Net profit
- ▶ Client reliability

As you grow, implement

- ▶ Payment tracking spreadsheets
- ▶ Automated reminders
- ▶ Maintenance schedule tracking
- ▶ Backup renter list

Expansion options

- ▶ Long-term corporate rentals
- ▶ Rideshare driver rentals
- ▶ Business credit funding
- ▶ Fleet financing

Scaling requires patience and reinvestment. Avoid rushing into luxury upgrades before your systems are tight.



CONCLUSION

BUILDING ASSETS WITH DISCIPLINE

Once your first vehicle is stable and consistently rented, reinvest profits instead of increasing personal expenses.

This business model is simple — but not careless.

It rewards discipline, structure, and consistency.

You don't need perfect credit.

You don't need 10 cars.

You don't need a dealership.

You need

- ▶ One reliable vehicle
- ▶ Clear rules
- ▶ Consistent marketing
- ▶ Strong boundaries

Basic does not mean small.

Basic means profitable.

