

BRUILT CONCIERGE

Lifestyle Management for Founders & Entrepreneurs

Understanding the Value: Luxury vs Practical Lifestyle Management

Lifestyle management is not a luxury reserved for the ultra-wealthy. For founders and entrepreneurs, having the right operational and personal support in place is a strategic decision, one that protects focus, preserves energy, and creates the conditions for sustainable high performance. The table below sets out how lifestyle management serves both contexts, and why the principles translate directly from the world of UHNWI support to the everyday reality of building and running a business.

AREA OF SUPPORT	Luxury Lifestyle Management <i>For UHNWIs</i>	Practical Lifestyle Management <i>For Founders & Entrepreneurs</i>
Time & Diary Management	Full calendar orchestration across estates, social engagements, philanthropic commitments, and global travel. The principal's time is protected at every level.	Diary management, scheduling, and meeting coordination that protects the founder's focus time, filters low-value demands, and ensures nothing critical is missed.
Travel & Logistics	Private aviation, superyacht coordination, multi-destination itineraries, advance property preparation, visa management, and on-the-ground support across multiple countries.	Business travel planning, accommodation, ground transport, and itinerary management, ensuring the founder arrives prepared, on time, and with headspace intact.
Household & Property	Oversight of multiple residences including staffing, maintenance, security, interior projects, and estate administration across international locations.	Coordination of home and office maintenance, service providers, and domestic administration, removing the mental load of property management from the founder's plate.
Supplier & Vendor Management	Curating and managing a network of elite suppliers, from Michelin-starred private chefs and couture houses to fine art advisors and bespoke service providers.	Sourcing, vetting, and managing reliable suppliers and service providers for the business and personal life, negotiating on behalf of the founder and maintaining key relationships.
Events & Hospitality	Planning and executing high-profile private events, galas, exclusive dinners, and international gatherings with flawless attention to detail and guest experience.	Organising client events, team offsites, launches, and personal celebrations, managing logistics, communications, and follow-up from end to end.
Family & Personal Administration	Full coordination of family schedules, school liaison, nanny and household staff management, healthcare, education, and personal appointments across all family members.	Support with personal appointments, family scheduling, school administration, and domestic tasks that accumulate and drain focus away from the business.
Financial Administration	Coordinating with private bankers, accountants, and wealth managers; overseeing household budgets, expenditure tracking, and asset management across estates and investments.	Invoice tracking, expense management, supplier payments, and financial record-keeping, supporting the founder's financial clarity without replacing their accountant.
Health & Wellbeing	Managing relationships with private medical teams, concierge healthcare providers, personal trainers, nutritionists, and wellness retreats, often across multiple countries.	Booking and coordinating medical, dental, and wellness appointments, ensuring the founder's health and self-care commitments are scheduled and honoured.
Communications & Correspondence	Acting as a discreet intermediary for personal and social correspondence, managing relationships with advisors, social contacts, and high-profile networks.	Managing personal inbox overflow, drafting correspondence, and handling communications that fall outside the core business but still require a professional response.
Research & Sourcing	Bespoke research into luxury acquisitions, rare experiences, exclusive memberships, private	Research into service providers, tools, opportunities, and resources that save the

	schools, art, property, and high-value personal purchases.	founder time and support both business and personal decision-making.
Key Benefit	Complete peace of mind. Every dimension of the principal's life is managed with precision, discretion, and an unwavering standard of excellence, freeing them entirely for wealth stewardship and personal legacy.	Protected focus. The founder can lead, build, and grow without domestic and personal administration leaking into their most valuable hours.

Whether you are managing a global estate or building a business from your kitchen table, the principle is the same:

when your life runs smoothly, your business has room to grow.

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