

VAGA-LUXING™: A FRANCHISE OPPORTUNITY FOR THE NEW ECONOMY

By Suzanne Gannon

WHY WE LIKE IT: *We love the way Gannon takes an improbable premise and runs with it. The humour is sharp and witty and the convincing barker's voice is exactly the over the top 'hard sell' you'd expect from an operator out to enrich herself. There's also a creepy corporate mindset that has no problem turning the homeless into commodities. The author clearly loves her subject and her satire, able, brief and bouncy as it should be, never runs off the rails. Best line: 'A biz development strategy that's a lot like mushroom farming!'*

Looking for a one-of-a-kind wealth opportunity for the 21st century? A chance to drag sacks of cash across the backs of destitute contractors? Without the nuisance of employee benefits or tax liability?

Hurl yourself into today's epic gap between rich and poor and reap the benefits of the franchise that's taking the gig economy by storm! VAGA-LUXING™. Yes, under the auspices of Leave-No-Trace Mansioncare™, you too can realize the fortunes of poultry-sandwich king, Truett Cathy, God rest his FOUR BILLION-DOLLAR soul under a stack of free-range New Testaments.

Vaga-Luxing™ is H-O-T—Hot! At once nomadic and lavish, Vaga-Luxing™ is never louche. Patented, trademarked, and patented again for good measure in 2019, Vaga-Luxing™ is the sublime marriage of the twin trends that are peaking at this very moment: Stage-1

homelessness in cities without public toilets, and the platinum-plated lifestyle featured on HGTV every 15 minutes.

So just what IS Vaga-Luxing™? Vaga-Luxing™ is the authorized squatting in a sprawling manse by an individual who, during his or her residence, keeps all brass, marble, and Lucite surfaces as lustrous as Cardi B's lip-gloss; grooms a pair of award-winning Maine Coons daily; and, most important, doesn't lay a hand on the '64 Cheval Blanc.

Leave the unseemly duties—aquarium scrubbing, curb side wrestling matches with garbage bins—commonly assigned to run-of-the-mill house-sitters who nod off every night to “Roseanne” re-runs in cul-de-sac split levels and pamper yourself instead, as your vaga-luxer goes about rarified chores inside a Philip-Johnson glass box or on the grounds of 19th-century Georgian mansions with NHL-regulation ice rinks in their basements.

A work force like no other! With this limited-time offer, you can mine the talents of the once respectable, now depleted and depressed middle class, who are saddled with the debt of Netflix subscriptions, COBRA payments, Capital One interest, Cymbalta prescriptions, and scandalous Juul bills. We provide you with an introduction to highly educated, under employed, unfailingly polite artists, writers, actors, professional dog-walkers and cat-sitters, graphic designers, and recycling virtuosos who've graduated from Harvard, won Nobel Prizes for robotic heart surgery, nabbed a Pulitzer, and danced the lead in *Swan Lake* but at the moment just can't put two nickels together. In other words, we put the “CARE” in “Mansioncare.”

A biz dev strategy that's a lot like mushroom farming! We're a business that begets business by word of mouth: at university naming ceremonies, over urinals at Big-Daddy Buffet's Omaha headquarters, and at members-only salons where two heiresses who sit side-by-side under the blow-dryers have run out of things to talk about.

It's a bet you can't lose! The top one percent of the nation's earners owns nearly fifty percent of its wealth. Our research shows that the top one hundredth of that top one percent consists of exactly 16,000 families with at least 32,000 homes. That's the Vaga-Luxing™ sweet spot. Statistics prove that Millennials recently booted out of Malibu opioid rehab centers, Gen Xers seeking shelter from marriages toxic with co-dependency, and even Boomers wrecked by chemotherapy bills, will jump at the chance for a few nights away from that blow-up bed in their parents' basement. There's no overhead, no ME-too drama.

What you and your minions can expect from Vaga-Luxer™ Bootcamp:

- “10 Highly Effective Ways to Spend a Month Alone in a Big-Ass House”
- “*Mise en place*, the Antidote to Personal-Effects Drift”
- “Watering Succulents, Staking Orchids”
- “On-Demand Skype-ing for Puppies (and Their Owners) With Attachment Issues”
- “If You Must Party . . .”
- “Flushing Cat Litter—if it's bigger than a golf ball, it's too damn big!”
- “What to Do When Caught Talking Dirty to Alexa”

We put the “CARE” in “Mansioncare™.” Come Vaga-Lux™ with us.

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AUTHOR'S NOTE: *In 2005 I turned my first loves—William Safire, Susan Orlean, Andy Borowitz, Maureen Dowd, Russell Baker, Lauren Collins, David Sedaris, Meghan Daum, William F. Buckley, Jr., Steve Martin—into my second career when I leapt from marketing and public relations into journalism, which at the time was regarded by many as a dubious decision. Today, that bold and adventurous leap of faith is universally acknowledged as a decisive move toward slow and painful professional suicide. And since I, like most 21st-century writers of any kind, prefer to live with indoor plumbing and WiFi on Tuesdays and Thursdays, I've had to develop an array of side hustles to supplement the dwindling stream of nickels and dimes I receive for the stories I report and write. Like content and copywriting, teaching, and folding an occasional cashmere sweater, Vaga-Luxing is one of my side hustles. A worldly but impoverished vagabond, I circulate among peers who made different career choices from the one I did, and as a result, now own large, luxurious homes and lots of cats and dogs that need*

looking after while they travel the globe. As the creator of the category, I am Franchisee Numero Uno.

AUTHOR BIOGRAPHY: Suzanne Gannon is an award-winning journalist and aspiring humorist who covers travel, culture, food, wine, collecting, fashion, antiques, interior design, and everything else shiny but inconsequential to real life. Her work has appeared in *Town & Country*, *The New York Times*, *the Financial Times*, *Art & Antiques*, *The Wall Street Journal*, *Interior Design*, *Art + Auction*, *Luxe Interiors + Design*, *Virginia Living*, *Coastal Living*, *Delta Sky*, *Elite Traveler*, *Greenwich*, *Town & Country Travel*, *The Intelligent Collector*, *Manhattan*, *Cottages & Gardens*, *Beach*, *Wines & Vines*, *Wine Business Monthly*, and lots of other places. She has been a guest on NPR's "Talk of the Nation," and has worked as a wire-service fashion stringer whose coverage of the 'Project Runway' Season 5 finale, filmed at Fashion Week 2008, was the first story to hit the wire, beating the Associated Press and Reuters, a now obsolete feat she told everyone was proof not only of the quality of her work but also its speed. This personal best has yet to be repeated.

She has studied with Second City Improv, enjoys speaking Italian (badly), and is currently enrolled at the Writer's Voice, where, more than a decade of searching, she has discovered her own voice. It's over the top.

She is a graduate of the University of Virginia and a completer of three consecutive New York City Marathons, the last of which pummeled her into the pavement and thus inspired a hiatus from running during which she spent her time lounging on her sofa catching up on Major League Baseball, professional bull riding, and Pakistani cricket. With photographer Stacy Bass, she published in 2012 *In the Garden*, her first and only book to date.

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