TLC RENTS

**TLC Rents: The Event Standard.**
Event rentals, design, and custom décor fabrication for corporate planners and professional wedding and social event planners.

Location: Doraville / Atlanta, GA
Founded: 1992; owner since 1998

Website: tlcrents.com
Contact: Reuben Ayoub, CERP
President & Owner
(770) 294-4762 mobile
reuben@tlcrents.com

## Overview
TLC Rents is a full-service event rental and design company serving metro Atlanta and the surrounding market.

## Purpose
We eliminate execution stress so planners can create meaningful experiences, protect their reputations, and bring people together.

## Niche and Target Market
Corporate event planners, professional wedding and social event planners are our primary focus. We also serve , and production companies, venues, hotels, caterers, schools and government agencies as our secondary focus.

## Competitive Advantage
Broad rental inventory, custom fabrication and branding, and coordinated installation give planners one accountable partner from concept through execution.

## Products and Capabilities
Tents, tables, chairs, linens, lounge furniture, tabletop, catering equipment, staging, flooring, lighting, and event décor. In-house linen care and custom builds support consistent presentation and flexible event solutions.

## Our Proven Process
Understand & Confirm
Anticipate & Execute
Own It & Follow Through

## Core Values
**B O A S T**
Build Community ♦ Own It ♦ Anticipate & Adapt ♦ Serve with Excellence ♦ Trusted Partner

## Milestones and Achievements
Founded in 1992 and acquired by Reuben Ayoub in 1998. ♦ Completed two competitor acquisitions. ♦ Winner of multiple Allie Awards and recognized as Best in Georgia Events as: ♦ *Best Overall Event Design* ♦ *Best Rental Execution* ♦ *Best Use of Rentals for Event with Social and Economic Responsibility*.

## Growth Targets
2026 revenue target: $2.5 million
2029 revenue target: $6 million
2035 revenue target: $15 million

## Facility Financing
Exploring $3–$5 million in financing for a 30,000–40,000 sq. ft. facility, including build-out. Final borrowing depends on property costs and cash-flow capacity.

## Business Challenge and Response
High lease costs constrain profitability and investment. Facility ownership could improve occupancy-cost control and build equity. Clear departmental ownership, weekly scorecards, and stronger sales follow-up support growth beyond owner-led daily operations.

## Leadership and Key Advisors
Reuben Ayoub, President & Owner
Michael Gonzales, Integrator / Director of Operations
Jose Cortes, Fractional CFO
Ed DeJesus, HR Manager
Jordan Walker, Warehouse Manager