

# The Discreet Charge

*Concierge charging, white-glove protocol, and the economics of never being seen*

*RicoVolt — First Edition — July 2026*



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*This e-book is editorial and educational commentary published by RicoVolt in July 2026. It summarizes publicly reported industry developments and offers perspective on premium, concierge EV charging; it is not legal, engineering, or safety advice, and it does not replace equipment manufacturer instructions, electrical codes, marina and aviation regulations, or the judgment of qualified professionals. Market figures and regulations change; always verify against current sources. No statement here is a guarantee of service outcome or business result.*

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## Foreword

At the top of the market, the product is never really the product. The owner of an exceptional electric vehicle does not lack access to electricity; the United States passed 250,000 public charging ports in 2026. What they lack is charging that arrives on their terms — quietly, on schedule, in the setting of their life, handled by someone they trust and forget in the best possible way. That is the concierge charge, and this handbook is about delivering it.

Everything here reflects the reality of premium, come-to-you service as it stands in 2026, when even the finest venues still lack discreet on-site charging and the owner's calendar, not the charger's location, sets the terms. We wrote the book we wish we'd had before our first estate call: precise about protocol, honest about the economics, and clear that in this business the electrons are the least of it.

Read it once, then keep it close. The checklists that close each chapter are meant to become house standards for anyone serving clients of distinction.

## Chapter 1 — Luxury Is the Absence of Friction

Luxury is not opulence; it is the removal of friction. A client at the top of the market measures a service by how little of it they have to think about. The vehicle is simply ready — charged, immaculate, where it should be, when it should be — and the entire apparatus that made that true is invisible. Concierge charging succeeds precisely when the client never has to consider charging at all.

This reframes the whole operation. You are not delivering kilowatt-hours; you are delivering a state of not-having-to-worry. Every touchpoint — the scheduling, the arrival, the handling, the departure — is judged by whether it added or removed friction from a demanding life. The public fast-charger, however capable, is friction: a detour, a wait, a mundane errand. The concierge model exists to abolish that errand entirely.

Measure yourself in problems the client never knew they had, not in charges delivered.

### Field Checklist

- Define the deliverable as the absence of friction
- Audit every touchpoint for effort it removes or adds
- Make the charging itself invisible to the client

## Chapter 2 — The White-Glove Standard

White-glove is not a slogan; it is a standard, and standards are specific. It means arriving precisely on time, in appropriate presentation, treating a client's vehicle and property with visible care, and executing without being asked twice or explaining oneself. It means the person who shows up at a private estate reflects the caliber of the estate. In the premium tier, the service staff are part of the experience, and their conduct is scrutinized whether or not anyone appears to be watching.

The standard is upheld in the details that seem small and are not: protective handling of surfaces, immaculate equipment, quiet operation, tidy departure leaving no trace. A single lapse — a scuff, a delay, a careless moment — undoes an otherwise flawless relationship, because at this level the client is paying precisely to never encounter a lapse.

Codify the white-glove standard into repeatable protocol so it survives past your best individual performer.

### Field Checklist

- Write the white-glove standard down as protocol
- Enforce presentation, punctuality, and careful handling
- Treat small details as the whole of the standard

## Chapter 3 — Discretion as a Deliverable

For many premium clients, discretion is not a nice-to-have; it is the point. Who they are, what they drive, where they keep it, and when they come and go are private matters, and a service that moves through their world sees all of it. The concierge charger who understands this becomes trusted; the one who name-drops, photographs, or gossips is finished, because word travels fast in a small world.

Discretion is operational as much as ethical. It means clear confidentiality practices, careful handling of client information, and a culture that treats what is seen on a job as privileged. The trophy story — charging a rare and priceless vehicle at a private slip — is tempting to tell, but the client's trust is worth more than the anecdote, and the truly premium provider knows which to keep.

Build discretion into hiring, training, and policy. It is a deliverable, and for the best clients it is the deliverable.

### **Field Checklist**

- Treat client information and identity as confidential
- Train staff never to disclose, photograph, or gossip
- Make discretion an explicit, enforced policy

## **Chapter 4 — Charging the Unusual Setting**

The premium client's world is not a parking lot. It is the estate courtyard, the yacht slip, the private aviation lounge, the country club, the wedding venue. Each of these settings has its own physical, safety, and social constraints, and the concierge charger who can operate gracefully across all of them delivers something no fixed charger can. A marina demands waterproofing and vessel coordination; an FBO demands integration with ground operations; an event venue demands equipment that complements rather than clutters an elegant setting.

Competence here is partly technical and partly aesthetic. The equipment must be safe and reliable in a non-standard environment, and it must also look like it belongs — discreet, clean, unobtrusive. A charging setup that solves the electrical problem but visually intrudes on a wedding or a resort terrace has failed half its job.

Develop deployment protocols for each premium setting, balancing safety, coordination, and visual restraint.

### **Field Checklist**

- Build setting-specific protocols for estates, slips, and venues
- Ensure equipment is safe in non-standard environments
- Deploy with visual restraint that fits the setting

## **Chapter 5 — The Estate and Hospitality Relationship**

The most valuable concierge relationships are not one-off charges but standing arrangements: an estate subscription, a hotel or resort partnership, a country-club concession, a recurring presence woven into how a property operates. These relationships convert episodic service into dependable recurring revenue and embed the provider into a client's or venue's routine, where being replaced becomes inconvenient.

Serving hospitality venues adds a dimension: the provider's conduct reflects on the venue's brand, and a resort or club is entrusting its own guest experience to an outside party. Winning and keeping these relationships requires reliability that a luxury brand can put its name beside, plus the discretion and polish the venue's guests expect as a matter of course.

Prioritize recurring estate and hospitality relationships. They stabilize the business and deepen the trust that premium service is built on.

### **Field Checklist**

- Pursue estate subscriptions and venue partnerships
- Protect the venue's brand as if it were your own
- Convert one-off charges into recurring relationships

## **Chapter 6 — Safety and Protocol in Premium Environments**

Premium settings do not relax safety requirements; they raise the stakes of getting them wrong. High-power charging near water at a marina, on the apron of a private aviation facility, or amid the foot traffic of an event all demand rigorous, documented protocol. As power levels rise across the industry — with high-current DC fast charging now commonplace — thermal management, connector care, and environmental awareness are non-negotiable, and doing them flawlessly is part of the premium.

The difference at this tier is that safety must be both real and unobtrusive. The client should never see the risk being managed; they should only experience a service that is quietly, completely competent. An incident in a premium environment is not merely a hazard — it is a reputational catastrophe in a market that runs on reputation and word of mouth.

Hold premium environments to the highest safety standard, and execute it so smoothly the client never perceives it.

### **Field Checklist**

- Document safety protocols for water, aviation, and event settings
- Manage thermal and connector risk at high power levels
- Execute safety invisibly, without alarming the client

## **Chapter 7 — The Economics of the Premium**

Concierge charging does not compete on price per kilowatt-hour, and it should not try. The mobile EV charging market is projected to reach roughly \$56 million in 2026 and grow at about a 32.6% annual rate into the early 2030s, but the concierge segment captures value differently: the client pays for time saved, friction removed, discretion assured, and a standard upheld. The electricity is a rounding error against the value of never having to think about it.

This means the premium provider must be able to articulate and defend its value in terms other than energy cost. Recurring estate and venue relationships, priced for the reliability and polish they deliver, are the economic backbone. The trophy jobs make good stories; the standing arrangements pay the bills. Margin, reinvested into staff caliber and equipment, is what keeps the standard high enough to

justify the premium.

Price on value delivered, anchor revenue in recurring relationships, and reinvest margin into the standard that is your entire moat.

## Field Checklist

- Price on friction removed, not energy delivered
- Anchor revenue in recurring estate and venue contracts
- Reinvest margin into staff caliber and the standard

## Conclusion: The Charge No One Notices

The finest concierge charge is the one no one notices. The vehicle is ready, the setting is undisturbed, the client's calendar is honored, and the provider has come and gone like weather — leaving nothing behind but a fully charged vehicle and a relationship a little deeper than before. At the top of the market, invisibility is the highest compliment, because it means the friction the service exists to remove was removed so completely the client never felt it.

The public network will keep growing, and the finest venues will slowly add their own charging. But the concierge relationship — punctual, discreet, white-glove, woven into the rhythm of a client's life — is a different product entirely, and it does not commoditize. It is bought by people who measure a service by how little they must think about it, and it is kept by providers who understand that the standard is the moat.

Uphold the standard relentlessly. Guard discretion absolutely. Anchor the business in recurring trust. Deliver the charge no one notices, and you will be, to the clients who matter most, quietly indispensable.

## References

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#### ABOUT THE FOUNDER

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Devin Lockett is the founder and entrepreneur behind this title and the wider BiomedRx family of companies-spanning healthcare technology, wellness, media, and community initiatives. He builds brands focused on quality, service, and independent ownership.