

CHALLENGES

Luxury living is what everyone aspires to, but the trouble is that it comes at a price. Second homes and luxury cars don't come cheap. However, by owning not the whole asset, but a part of it, a millionaire lifestyle is now within reach..

Living in luxury for a fraction of the cost

The UK Fractional Ownership market really took off in 2006, with a growing number of people wishing to enjoy a lifestyle of luxury items and experiences without the ties, responsibilities and capital outlay of a complete purchase.

A growing trend

1 Since its inception in 2007 it has been my pleasure to host the Fractional Life Expo, the annual event held at Broadgate Arena in the City of London. Over the years I have seen a dramatic increase in both consumer awareness and interest, with many professionals from the City buying into fractional ownership.

If you want to own a luxury second home in an expensive resort but can't justify the expense or the time to make use of it, then fractional ownership is very appealing. The choice of locations is immense and owners can even trade time at

their locations for nights at other properties in the club's portfolio on a space-available basis.

Names you trust

2 Luxury developers including Ritz-Carlton, Four Seasons, Marriot, Timbers Resorts, and De Vere have all capitalised on the growing demand and offer anything from four to 12 weeks of home ownership per year at the most exclusive resorts in a wide variety of prestigious beach, golf, mountain and urban destinations worldwide, offering consumers a choice of both time and location to suit their needs.

Find your perfect niche

3 The popularity of asset-sharing car clubs has also soared in recent years, promoting access to a fleet of classic and supercars for a fixed membership cost.

The basic model is that a membership fee gets you a number of points. The amount of points used depends on the category of the car, whether



Chelsey Baker
Host of the Fractional Life Expo 2010

EXPERT OPINION

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you want to drive during the week or at weekends and the time of year.

Members have access to a whole fleet of desirable cars with a different car to suit every occasion, with all the associated costs of tax, insurance and maintenance.

If you enjoy spending your time on the water then a fractional boat plan is definitely worth considering before you invest in what could be a rapidly depreciating asset with exorbitant running costs. You can purchase a share of a boat or yacht and are allocated an amount of usage time. Mooring fees, mechanical maintenance and insurance are all included.

All these offerings and more will be showcased at the annual Fractional Life Expo taking place at the prestigious Broadgate Arena and surrounding area in the City of London 13 - 15th September 2010. The event is free.

I hope to see you there!



WE RECOMMEND



Playing the beautiful game
Why there is more to golf than holes in one.

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"There are clear financial benefits to buying into a golfing resort."

MEDIA PLANET

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