

THE
wealth
COLLECTION

Slice of life
Guide to fractional ownership



The fraction faction

Fractional ownership is going through an explosive period of growth. Astute investors can now choose to own a fraction of everything from a Ferrari 360 Spider to a members' club in Shanghai. But where is it best to invest, what do you get for your money – and is fractional ownership really the future? *The Wealth Collection* looks at where the market is heading.

For Piers Brown, founder of fractionallife.com, the success of fractional ownership – whereby multiple owners share the benefits and costs of an asset – is easily explained.

'People go through the hassles of full ownership: they go out and buy a Ferrari and it costs £150,000,' he says. 'They use it for about a month and then it sits in the garage or on the street, with all the ownership costs involved. They think 'surely there's a better way'. That's where fractional ownership comes into its own.'

George Kiebala, founder of CEO of Chicago-based Curvy Road, is convinced that fractional ownership is an idea



EASY ACCESS

Strange as it may now seem, once upon a time fractional ownership was a laughable idea. Steve Dering, one of the pioneers of the concept, says that, in 1991, when he first floated the prospect of a private residence club in Deer Valley, Utah, USA, he was met with a wall of scepticism.

'The reaction was: 'You're going to sell a timeshare for \$100,000? You're crazy!' Dering, who knew the area well because he owned (and still owns) an advertising agency there, says: 'I came up with the idea after talking with developer clients. I discovered that a typical Deer Valley homeowner only used his multi-million dollar home about three weeks in the winter and about two weeks in the summer.

'I came up with the concept of creating a real estate project that wasn't timeshare but wasn't home ownership either. The premise was to build the physical product that the holiday home market desired, provide the buyers with as much time as they would typically use a ski vacation home, give them more services and amenities than they could get with any other real estate, and make the purchase price commensurate with that amount of use.

'The result was the project called the Deer Valley Club, which was the first private residence club in the world.'

'IF SOMEONE TELLS YOU THEY OWN A PRIVATE JET NOW, THE ASSUMPTION IS THEY OWN A SHARE.'

whose time has come. 'Twenty years ago, if someone told you they owned a jet you assumed they had bought the whole thing; there was no such thing as fractional ownership,' he said.

'But after NetJets and other companies came along – there's probably two dozen now – the paradigm has shifted. If someone tells you they own a private jet now, the assumption is they own a share.'

On the road

Curvy Road was born out of the success of a company called Exotic Carshare, which was

launched in 2000. Kiebala says there were no companies doing fractional ownership then except for one car share club in England that was more of a luxury rental operation. Initially, receptivity to what Exotic Carshare had to offer was not strong.

Seven years on, Kiebala believes the situation has changed. Curvy Road, which has launched in Chicago, New York, Los Angeles and Miami, offers a host of options. Investors have switched on to the economics of fractional ownership.

For example, a one-fifth share of a Bentley Continental GT costs an upfront fee of \$35,000,



FRACTIONAL OWNERSHIP: HOW IT ALL STARTED

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IT'S PRETTY SIMPLE: THERE'S THE CAPITAL INVESTMENT, THEN OWNERS PAY OPERATING EXPENSES.'

plus two annual payments of \$12,500. When the car is sold at the end of two years, Curvy Road guarantees each owner at least \$22,500, and possibly more.

'The chances are we will sell the car for close to \$150,000, but they're guaranteed the \$22,500 based on a resale price of \$112,500,' Kiebal says. 'They will get \$27,000 back if we sell it for \$150,000.'

Investors can choose from three bands of cars, based on value: cars worth up to \$200,000, like the Bentley Continental GT; cars worth over \$200,000, like the Ferrari 360 Spider; and cars worth over \$300,000, like the Lamborghini Murcielago. Curvy Road also offers even more exclusive vehicles – like the SLR McLaren – based strictly on demand.

'We are getting the word out that you don't have to buy an exotic to drive an exotic,' says Kiebal. 'The amount of people that call us is unbelievable. I feel more confident now than even a year ago.'

The lure of the sea

Fractional ownership is a concept that can be applied to any desirable element of the luxury lifestyle – racehorses, helicopters, vineyards, even exclusive designer handbags.

'YOU DON'T HAVE TO BUY AN EXOTIC TO DRIVE AN EXOTIC.'

Franck Bauguil controls yacht sales for First Choice Marine, which has 1,600 yachts dotted across the globe. First Choice Marine have recently launched a fractional ownership scheme based on buying weeks in a Fairline Squadron 78 motor yacht moored in the British Virgin Islands.

'We are very committed to fractional ownership,' says Bauguil. 'We think it is something that is here to stay. We strongly believe that the model – owners sharing the cost – is a way of owning that will grow.'

Investors can buy as many weeks as they want from three pricing plans: Navigator membership, where \$75,000 buys you one week on the boat between May 1 and October 31 each year for five years; Commodore membership, where \$105,000 gets you a week between November 1 and April 30 excluding Christmas, New Year, Easter, and Thanksgiving weeks; and Admiral membership, which guarantees the buyer one of Christmas, New Year, Easter, or Thanksgiving weeks for \$125,000.

After five years, the boat can be sold (or not – it's up to the owners) and the proceeds return to the owners. Bauguil says that the sale of the boat covers the operating costs.

'Technically you could have up to 40 members,

because there are 40 weeks available,' he said.

'The reality is that people are buying multiple weeks – two or three weeks.

'It is pretty simple: there's the original capital investment and then owners pay operating expenses. The re-sell of the boat covers the operating expenses over the five years. The operating cost depends on the membership. For a \$75,000 membership, the operating expenses are as low as \$870 a month.'

Ideal homes

Everyone recognises that the spectre of timeshare hangs over the world of fractionally owned property. According to Piers Brown, of fractionallife.com, that's unfair.

'Unlike timeshare, you own a freehold share in the property,' he says. 'The biggest sector in fractional ownership is property – and I think that property is going to be very, very popular, particularly in the next two or three years.'

'People want a proportion of a holiday home all the year round. Why limit yourself to one property when you can have a ski lodge, a place in the Caribbean and a holiday home somewhere quite nice and hot for the same cost?'

One development that proved exceptionally popular when it came on the market was the



Robert Dranitzke is the Europe director of private jet operators NetJets. Clients block-book 25, 50 or 100 flying hours at a time. As a NetJets owner, you can have access to a jet ready in as little as four hours notice.

www.netjets.com



Piers Brown is the founder of London based Fractional Life, a web brand based on the fractional ownership concept. The site's aim is to give you the choice of the best of everything at a fraction of the cost.

www.fractionallife.com



Keith Stewart is the chairman of Pezula Group, which specialises in the business of leisure, hospitality and lifestyle - from an exclusive residential estate to a private residence club on a tropical island and a luxury resort hotel.

www.pezula.com

Pezula Private Residence Club in Knysna, South Africa, which sold out within eight weeks of its launch in 2006. Investors received 21 days use a year in perpetuity for ZAR 650,000 – approximately \$95,000 at today's exchange rate.

Pezula Group Chairman Keith Stewart is not surprised. 'The Private Residence Club offers members the unique chance to own a holiday residence in one of the finest locations in the world at a fraction of the cost of buying or building a home outright.'

'The investment allows members to experience all the comfort and privacy of a second home with the service and convenience of a world-class resort, without the same financial outlay as outright ownership.'

Selling your share on is easy, says Stewart. You can sell privately or through the Pezula sales team. 'There have already been re-sales which realised a 25 per cent return on investment,' he adds.

Up, up and away

The roots of fractional ownership lie in the world of private jets. NetJets pioneered the concept in 1986 and NetJets Europe director Robert Dranitzke believes that jets have an

URBAN LIVING

In 1999, the company launched the first urban residence club - the Phillips Club in Manhattan. Deer Valley has six owners per residence so that every owner could have three weeks of skiing during the winter, which matches the typical homeowner. In New York, which is basically a year-round destination and where shorter vacations are the norm, there are eight owners per residence and the reservation system is different.

Dering said that he's not surprised by the emergence of a number of different fractional ownership products in the years since he launched in Deer Valley. 'What has become clear is that even the wealthy can see that it makes sense to share use and ownership of luxury items,' he says.

'A big surprise for me at the start was that I thought that I was creating Deer Valley real estate for the average Deer Valley household who could not afford the existing real estate. But the big 'aha!' was that almost every one of our buyers could afford anything in Deer Valley but they had elected not to purchase because they did the same maths as I did.'

Now the focus is on exporting the concept, with Europe a particular area of interest. Kempf said: 'Europe has catching up to do, but it has adapted to the concept much quicker than we expected.'

'The market has picked up on the concept immediately. We intend to do more clubs around Europe. The concept - whether you are British, American or Italian - makes immediate sense.'

advantage over virtually any other form of fractional ownership.

'Our product is not a destination,' he says. 'A private jet is utilitarian. It is something you can use to get from A to B. As such we don't have the same peaks in demand as, say, a yacht or a destination such as a house. We have an advantage over those other products.'

NetJets Europe offers a variety of different aircraft types depending on the customer's needs. The cost varies from \$400,000 for a one-sixteenth interest in a Hawker 400 XP up to \$2.875m for a one-sixteenth interest in a Gulfstream G550.

Jets, too, are easy to sell. 'You can sell it through NetJets or sell it to a third party,' says Dranitzke. 'We have a veto right so we can maintain certain standards. We guarantee the liquidity of your asset in 90 days.'

In town tonight

Alistair Paton, Founder and Group CEO of M1NT, is a busy man. Fresh from having opened members' clubs in London, Hong Kong and Cannes, he's preparing to throw open the doors in Shanghai before getting started on a new venture in Beijing. As you would expect, he's positive about fractional ownership.

'We're only three years old and we already have a global presence which is only matched by one or two other businesses in this industry,' he says.

'That we've been able to roll out so quickly and produce such good financial results is

likely due to our model. When you think about a traditional bar or club, which is owned by three or four different people, those people are required to continually market and promote the venue but in our case we've got 250 of those people. And they're not just ordinary people - they're all very powerful, wealthy people. We don't really have any competition on that regard. We're a much stronger business.'

The concept is this: the first 250 shareholders/members collectively own 52 per cent of the club in the city that they live in. In Shanghai, the minimum investment is HK \$75,000, which works out at about US\$9,600.

It is very easy to sell your share, Paton adds. 'In addition to the 250 shareholders, each club has 1000 members - the members are on the waiting list to become shareholders. The shareholders receive a percentage of the profits of the business whilst not paying annual fees. The members would much prefer to be shareholders. If you want to sell your shares, there is a pool of existing members waiting to purchase them.'

'It's a terrific model because it gives investors liquidity; they can enjoy a lifestyle product while getting a return on their investment. If they don't wish to use it or they move cities, they can sell it.' ■





FROM WISHFUL THINKING TO REALITY

Keeping an apartment in Paris, a pied-à-terre, is something people tend to dismiss as wishful thinking. Buying a baguette and wandering around Parisian streets is usually reserved for holidays, but buying that baguette because you are having friends over for dinner is for those who have transformed wishful thinking into reality.

Easy living

Paris Pied-à-Terre, a Paris-based company, managed by husband and wife team, Charla and Walid Halabi, offers sleekly-renovated, beautifully-furnished apartments to a sophisticated clientele on a fractional ownership basis.

'It's a great way to own your own apartment without the hassle of buying property in France,' says Walid Halabi. 'Most people will only ever end up spending a month on holiday in one place, so buying a share in one of our properties makes total sense,' adds Charla Halabi.

Striking spaces

The couple's chic taste and eye for comfort influences all the apartments in their portfolio. The spaces are architecturally striking with high-end features like wenge wood flooring, stainless steel kitchens and flat-screen televisions.

Added value

In addition to a maid service, a concierge can organise restaurant reservations and airport pickups. On arrival, owners are greeted with flowers and the refrigerator can be stocked in advance. Buyers become instant members of its Residence Club and their Paris weeks can be exchanged for a holiday in a Provençal farmhouse or a cruise in the South of France.

'I live here now,' says Skip Linton, who bought a share last year, 'I feel I can really enjoy Paris. It feels like home.' ■

Further information: Paris Pied-à-Terre

Website: www.fractional.parispiedaterre.com



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Luxurious living*

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OPPORTUNITY KNOCKS BULGARIAN STYLE

After a year of being part of the EU, Bulgaria's property investment prospects show no sign of relenting. As the country's tourism appeal continues to rise, it is offering investment opportunities in its new growth market: high-end, luxury vacation resorts.

From its sandy beaches to ancient villages, Bulgaria's rich, cultural heritage and natural beauty have placed the country in the top ten destinations of the overseas property market and have become widely recognised on the travel and holiday market. In the last year alone the number of EU holidaymakers visiting Bulgaria has grown by 30%. The long, warm summers, dreamy-scented rose fields, richly-coloured orchards and sun-drenched vineyards are contributing to the country's growing success and increased appeal.

Investment leader

Over the last five years, Bulgaria has managed to develop and sustain its position as a leading investment destination on the Central and Eastern European overseas property market, making it accessible to first-time buyers and those seeking to buy their ideal holiday home. A full year of membership in the EU means that Bulgaria is in better position to cater for all levels of international investment. Having silenced fears from the foreign community through its obvious success, Bulgaria is ready to welcome a second tier of investment by offering investors globally competitive products.

Diversification

Bulgaria's strategic geographical location, rich natural resources, strong political power and favourable tax regime provide unlimited possibilities for the savvy investor. In recent years the Bulgarian government and national tourism agency have recognised the need to diversify the nation's products in order to reach new markets. By improving upon the natural appeal of the country and focusing on what Bulgaria is best known for - its hospitality, untouched natural reserves, ancient wine making, rich culture and healing waters - Bulgaria is able to offer new opportunities to investors. This will allow Bulgaria's market to develop even further and become one of the leading worldwide travel destinations.

Bulgaria's recent economical and political undertakings, which permitted two new major EU infrastructural projects to pass through its territory, have increased the chances of bringing fresh investment to sustain its increasing growth rate.

Full-service sophistication

The Bulgarian property market has experienced a boom in foreign investment and, as tourism is its fastest-growing industry, a new tier of more sophisticated developments are appearing on the market. The country is





BULGARIA IS READY TO WELCOME A SECOND TIER OF INVESTMENT BY OFFERING INVESTORS GLOBALLY COMPETITIVE PRODUCTS.

establishing itself as a leading tourist destination, placing the luxury-travel industry ahead of the second-home market.

Property development companies have recognised the need for foreign investment in high-end resorts and therefore investment opportunities in contemporary, spacious, elegant and full-service resorts are increasing. Many high-end luxury resorts, idyllic havens set among the smaller picturesque towns and villages, are offering sound investment propositions away from the overcrowded Sunny Beach and Golden Sands resorts.

Obzor opportunity

The Cliff, Beach & Spa Condo Hotel Residences, located on the south beach of the town of Obzor, is among a new trend of resorts developed around the Condo-Hotels brand, which is well-established in North America and increasing in popularity across Europe. This luxury retreat is poised on cliffs overlooking the Black Sea and Obzor Bay and surrounded by rolling hills, traditional Bulgarian villages and beautiful vineyards.

With 140 exquisitely-designed apartments and rooms, the Cliff offers the highest level of luxury and sophistication. Residences include: lounge and dining areas, fully-equipped kitchens, private balconies, audio-visual entertainment systems, wireless internet access and, available in some apartments, private jacuzzis.

Fine international and Bulgarian cuisine is served at the restaurant and delicious cocktails can be enjoyed at the Lounge Bar. The Beach Bar offers drinks on the beautiful sands of Obzor Bay. Alfresco dishes and poolside drinks can be savoured at the Pool Terrace Brasserie.

The Cliff, a member of Luxe Hotels Worldwide, one of the world's leading representation companies, offers a high level of facilities and leisure pursuits. Amenities include: concierge, butler service, valet parking, business and conference centre, airport shuttle service, state-of-the-art fitness centre, lap

pool, sauna, steam room and spa and an indoor and outdoor jacuzzi. Activities consist of: wine tasting, deep sea fishing, horseback riding and sailing. Skilled therapists are also available to provide popular health and beauty treatments.

A new all-inclusive residence club 'The Prive', which is managed by L-Hotels, is launching this year. This exclusive club will be adjacent to The Cliff and will offer world-class services and luxury amenities. Designed and developed by TVL-Group, both The Cliff and the residence club offer a five-star service.

Tax incentives

To complete this attractive investment proposition, the complex also offers several tax-efficiency options developed by TVL UK and OtiumInvest. Additionally, The Cliff will be the first tax-free investment opportunity in Bulgaria where VAT is reclaimable. Investors can either buy a whole suite or shares in a suite, with each share costing as little as £10,000. Each form of investment is highly tax efficient: not only will business asset taper relief on Capital Gains Tax (CGT) be applicable, offering a maximum of 10% on the increase in value as opposed to 40%, but OtiumInvest is currently working with a regulated Self Invested Personal Pension (SIPP) provider that will allow exemption from both CGT and income tax.

Ultimately, Bulgaria understands the importance of offering sophisticated clientele a perfect balance of nature, history and comfort and The Cliff is one of the first developments to meet the needs of this upmarket trend on the Black Sea Coast's ever-developing property market. ■

Further information
TVL Group
Website: www.tvlgroup-bg.com

A PRESTIGE LIFESTYLE AWAITS

Oceânico Prestige represents luxury and personal service, encapsulating the optimum in luxurious living for those who appreciate the finer things in life.

Prestige: the word sums up images of glamour and privilege, an association with wealth and accomplishment inspired by successful people or products. Now, the Oceânico Group's Prestige collection has been designed and tailored to justify those definitions.

The company, which holds one of Europe's finest golf course portfolios, opens the door to a high standard in five-star overseas property.

Oceânico Prestige guides the buyer of select villas into an opulent world where luxury comes as standard, giving access to among other things, executive car transfers, the use of a Sunseeker luxury cruiser 'Oceânico Prestige', and full membership to seven championship golf courses.

This exclusive concept comprises a select range of high specification villas packaged with a luxury lifestyle available at some of the Oceânico Group's luxury Algarve developments. These magnificent villas are situated at Amendoeira Golf Resort, whose two courses, one designed by Nick Faldo, the other by Christy O'Connor Jnr, will open for play later this year, and the forthcoming Vilamoura Golf & Garden Resort.

With Oceânico Prestige you not only get the luxuries but the necessities. Built, designed and lavishly equipped to the highest standards, the villas come with only the finest amenities, including a solar panel heated pool, internal bar, under-floor heating, air conditioning and masterful landscaping. Kitchens come fully equipped to the highest specifications, the bathrooms have whirlpools and steam showers.

The home is protected with a state-of-the-art video entry system and an intelligent home system controls lighting, heating, air conditioning, pool cover, alarm system and more, through a single, user friendly interface – even from your home and office abroad.

Oceânico is shortly to offer buyers another exciting route to take advantage of this coveted Prestige standard with the introduction in May of Oceânico Prestige Fractional.



This option allows more discriminating buyers to buy into this superb lifestyle at a fraction of the cost with properties available at Vilamoura Golf and Garden Resort in the Algarve and Royal Óbidos Spa and Golf Resort on the Silver Coast north of Lisbon.

The villas, available as 8th shares, all have four bedrooms of equal size and four bathrooms. These options offer six rotating weeks—four single weeks out of season and two with a separate rotation.

Golfers and families on fixed summer holidays can use two of their six weeks to exchange within the Prestige Fractional scheme that ultimately will offer destinations like Amendoeira Golf Resort, Little River Golf and Resort in the Pinehurst region of the US and in the future other emerging destinations – possibly the Caribbean & Cape Verde.

Sales and Marketing Director Nikki Loker explains: 'Oceânico Prestige Fractional was born from listening to our owners and buyers, and examining what we could offer them outside the parameters of our standard Prestige portfolio.'

Find out more at the Oceânico Group Fractional Life Expo 2008, which runs from 28-30 April 2008 at stand 5 and 6, Broadgate Circle, Broadgate Event Venues, London, UK. ■

Further information

Oceânico Prestige

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EXCLUSIVE GLOBAL DESTINATIONS

Shared vacation ownership is a fast-growing industry. **Platinum Destinations'** exclusive destination club, offers luxury properties in exotic locations, attractive refund options and bespoke membership.

Platinum Destinations, an exclusive destination club for fractions, launched recently in South Africa adding over 100 international luxury properties to its base. Platinum Destinations fulfils the needs and desires of its members by offering prestigious and exotic destinations with innovative membership options. This sets it apart from any other destination club worldwide.

Bespoke membership

Sarah de Bue, CEO, with 18 years' experience in the shared vacation ownership industry has observed and studied the pitfalls and benefits of various shared vacation ownership models and schemes with the end-user in mind.

'Platinum Destinations has been created exclusively with the member in mind and has been structured so that existing fractional owners or potential members can join and structure their membership in a fashion that suits their individual lifestyle needs, while enjoying flexibility and financial peace of mind'.

Capital refund option

One aspect of the innovative product options is the Capital Refund Option (CRO). The CRO is unique in that an existing fractional owner, or potential member, can determine what portion of the original purchase price will be refunded to them after ten years – 50% or 100%. The product is open for membership to existing fractional owners and those contemplating fractional ownership. 'Both new and existing shared ownership properties can benefit from this unique feature,' says de Bue.

Owner flexibility

'Fractional owners are bound to get tired of travelling to the same location every year, admits de Bue. 'Our product permits the owner to capitalise on the CRO and simultaneously use his fraction or exchange some of the unused time with alternative properties. A further inclusion in the membership offering is our association with Leisure Link, which enables us to outsource the rental of unused time, on behalf of the owner, to over 220,000 travel agents and 50 million consumers in the USA alone.'

Reduced investment risk

Today's prospective purchaser of a fraction is educated about shared vacation ownership. Although the concept has gained substantial global momentum, there are 'bridges' to be overcome by the majority of fractional ownership offerings. Platinum Destinations' membership structure addresses every need while giving members the additional security of knowing the purchase price will be refunded at 50% or 100%.

Developer benefits

Platinum Destinations offers a host of financial options, which reduces investment risk into all its locations, while maximising use and enjoyment. 'Having recently launched in South Africa, we have been inundated with enquiries from developers wishing to subscribe their new fractional developments to our organisation,' reveals de Bue. 'It is thus crucial that we are highly selective by offering our members the most exclusive geographical locations with the right selection of activities.'

The key benefits for developers are a global exchange network, the association with Leisure Link, with its wide market exposure for rental income on unused fractions, and an original capital refund option. These elements are highly appealing to investors and are inciting great momentum within the market.

Worldwide growth

Platinum Destinations plans to expand its membership to Australia, New Zealand and Europe within the next two months. This is a natural growth phase based on the number of developments worldwide that are embracing the product. 'It is imperative that Platinum Destinations is prepared for the environments within which it operates,' stresses de Bue. 'Exceptional value, diversity and delivery are the key offerings to our members.' ■

Further information
Platinum Destinations
Website: www.platinumdestinations.co.za



LIVE & EARN

By taking the US fractional ownership model to a new level, a number of UK companies and investors such as The Best Group are providing buyers with exceptional lifestyle and investment benefits.

Steven is a top City executive who is, like most high net worth individuals, time poor. He has done well by effectively and efficiently using his time and money, and sees no reason to change a winning formula. So when he's looking for the best way to enjoy his annual Caribbean holiday, the idea of buying a villa does not appeal. Why tie up cash or equity to the tune of more than a million dollars only to enjoy it for two weeks each year? He could rent it out but if the occupancy and returns don't stack up, then he would be better off investing his money wisely and using the earnings to buy the holidays.

Steven knows that the people who own the assets should always come out on top. That's why fractional ownership appealed to him, and especially the new models that are emerging out of the United Kingdom. By choosing fractional ownership, Steven gets two weeks a year in a 3,000 square foot suite with private access to a Caribbean beach, for free. It would cost him \$21,500 to rent the room. To buy that he would have had to earn another \$35,000 before tax, so the saving has paid for the family's flights. On top of that Steven's get's paid \$25,878 for allowing a local boutique hotel operator to use his room for another eight weeks a year. Steven pays no management fees, and has no liability for any depreciation of furnishings and fittings. This adds up to a benefit of between 15% and 18% on his capital sum each year.

Steven is at the forefront of a property trend that is gaining increasing popularity on this side of Atlantic. Fractional ownership works simply. Instead of singly buying a property, buyers are matched with others and buy together. As you can imagine the property that you can invest in is significantly larger than what would have been possible on your own. You then you have access to the property and can even let it out when you are not there. By owning a share of the title, if the price of the property increases, the value of your share also rises. Fractional ownership is about as far removed from timeshares as possible because it gives you an actual share of the bricks and mortar.

Furthermore you are not necessarily restricted by a set of period of time. What attracts people like Steven is the fact that responsibility is shared so the problems typically associated with owning property abroad are significantly diminished. Fractional ownership gives you the freedom to own a large, luxury property, enjoy all the benefits but for a smaller input. All properties are managed so any problems are sorted out for you. You get the added benefit of hotel-style services from maids to pick-ups from the airport.

A handful of companies have taken the fractional model, dissected it to create fractional products for the British consumer far superior to their American predecessors, where the concept of fractional ownership originated.

They have identified the opportunity to deliver a combination of strong lifestyle benefits with exceptional income and capital growth returns. In the United Kingdom The Best Group is leading the charge in fractional ownership and advises a growing number of clients on investment opportunities, particularly in the Caribbean, Central America, South Africa and New Zealand. They also advise property developers to best structure their projects to utilise the advantages that come with fractional and other innovative property structures. ■

For a three-bed, three-bathroom apartment in St Lucia, a 10-week fraction costs £170,000, with no management fee; the rental return is a minimum of £12,750 per annum.

Further information
The Best Group
Telephone: +44 845 130 9022
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