



# VACATION HOMES A NEW OPTION

## 50/50 Co-Ownership Makes Sense

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Owning a vacation home at a premium resort provides a growing family with the perfect place to create memories of a lifetime. It also provides a golden opportunity to share the good life you have created with friends and business associates... but at what cost?

The costs of owning luxury vacation homes has risen greatly in recent years, making the decision to purchase (or continue to own) a substantial one, even for the most affluent clientele. Far too costly for many wannabe owners.

Now there is an exciting option well worth considering. Why not co-own with another family who appreciates the great lifestyle that a resort property provides, but whose needs could also be easily accommodated with half ownership? By sharing the investment in a premium property, in a prime location, with more space, features and luxury lifestyle amenities, two co-owners can achieve the "resort experience" they desire for half the cost. Win. Win!

The key is finding the right co-owner. You want someone who appreciates the same high-quality lifestyle, someone who is financially stable and responsible, and someone who will demonstrate the same pride of ownership. A tall order but not a problem for Ownermatch International.

Ownermatch has been created to fully facilitate '50/50 Co-Ownership' of luxury properties in premium resort destinations, providing a comprehensive strategy to find, structure and maintain a perfect co-ownership partner.

Ownermatch is a natural evolution in the resort marketplace. Many affluent consumers are not attracted to large, multi-owner, shared-ownership projects.

Although they cannot justify sole ownership of a luxury

resort home, they still desire a high quality private property they can enjoy on a regular, part-time basis.

50/50 Co-Ownership doubles functional use and enjoyment of luxury resort homes while also doubling investment returns through more cost-effective use of capital. With only two owners management is easy, costs can be controlled and occupancy customized to accommodate each family's needs perfectly. It can be a

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simple month by month rotation, or a seasonal split (eg. summer only/winter only). There are lots of options to maximize lifestyle returns at the lowest possible cost.

Ownermatch handles all the details. including a property management strategy designed to protect and maximise long-term asset value.

Take it a step further and 'co-own' another property at your family's other favourite resort destination and enjoy two vacation homes (eg. winter use/summer use) for the same cost as owning one property, in one location, on your own... doubling your family's lifestyle returns! Everyone Wins!

Wayne Wilkins  
is guest editor of  
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