



# INVESTING IN LUXURY VACATION HOMES

## 50/50 Co-Ownership Makes Sense

Wayne Wilkins, Founder and President of Ownermatch International

Historically, people with the means have purchased and maintained luxury vacation homes they only enjoy a fraction of the time (average use of resort homes in North America is 10-15%) often leaving them unoccupied well-over 300 days a year. The cost of acquiring these second (and third) homes was considered reasonable at the time and the ongoing costs of ownership (carrying costs, taxes, maintenance, services, etc) considered inconsequential in light of years of rapidly escalating property values. Not a bad investment model.

Well those days seem to be over, at least for now. After several boom and bust cycles, upwardly spiraling property values have moderated, even in our most sought-after resort areas. General consensus is that we are in for a sustained period of slower, more predictable price increases.

However, we are now left with resort property prices at an all time high and costs of ownership constantly on the rise. This has created a market of anxious current owners and wannabe buyers questioning the wisdom of such large capital investments in vacation homes they seldom use or use on a limited basis. It is time for some fresh thinking.

With a global financial world competing for our investment dollars at every turn, even the most affluent families are reviewing how they invest in vacation homes and recreational properties. Faced with multiple options for investment capital, the true cost of lifestyle property investments becomes much more apparent.

This does not mean the good times are over, only that cost-effective ownership options are needed. The

tremendous lifestyle offered in our premium resort areas will always be in demand by those with the means to afford it. However, we need to carefully review the actual costs/benefits of vacation home ownership and consider new approaches like those offered by Ownermatch International.

Ownermatch fully facilitates "50/50 Co-Ownership" of luxury vacation homes in resort areas.

The formula is simple and practical.

Two well-matched co-owners share the investment in one premium property. Both achieve 100% of the lifestyle they desire for 50% the cost and have more than enough time available to enjoy the benefits. Win.Win!

Ownermatch provides a perfect solution for current owners of under-utilized properties faced with high, ongoing ownership costs and/or substantial debt exposure. Also, for new buyers looking for smart, cost-effective ways to invest their lifestyles dollars.

---

CO-OWNERSHIP  
IS A PERFECT  
SOLUTION. ALL  
THE PRIVILEGES  
AT HALF THE  
COST

---

Wayne Wilkins  
is guest editor of  
*Luxury Lifestyle Magazine*