



Located overlooking Pender Harbour, Painted Boat Resort Spa & Marina is accessible by road, boat, or floatplane.

Fractional Ownership

The Best of All Worlds

by Susan M Boyce

It's part of the North American dream. The vacation getaway. A place by the lake where you leave everyday cares far behind, where sunny days are filled with water sports, and where good times seem to stretch to eternity. And as we near the end of the 21st Century's first decade, more people than ever are making that dream into a reality.

But if you're thinking quaint if somewhat rustic cottage in the country, think again. Fueled in large part by demand from the growing legions of baby boomers across North America, today's getaways need to be increas-

ingly sophisticated, upscale, and urbane to attract attention. Boomer buyers know what they want – luxury, pampering, big time amenities, fine dining – and they have both the money and the inclination to pay for it all. Already well-heeled in their own right, many are also reaping the benefits of what financial analysts believe will be the largest transfer of wealth in history – some \$41 trillion that's beginning a relentless migration from the pockets of an aging population into the pockets of their active, leisure-oriented adult children. And with more than 80 percent of this financial tsunami yet to hit, recreational

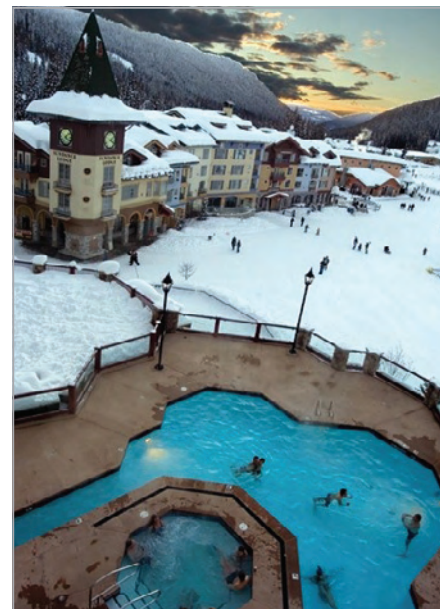
property is clearly taking the lead as their investment vehicle of choice.

A New Style of Ownership

Rapidly becoming a serious contender in this competitive world of vacation properties, fractional ownership is on the rise. From Whistler and the Gulf Islands to Osoyoos and the ski slopes of Fernie, many of the most exclusive resorts under construction are adopting this sales model in order to appeal directly to a market that wants a maintenance free, distinctly hands-off approach to recreational property.



With views of the ocean just steps from your front door, Galiano Oceanfront Inn & Spa is proving so popular some buyers are coming back to purchase a second unit.



From the pool at The Residences at Sun Peaks, you can see the ski slopes as well as the village centre.

These hotel-style strata units come fully furnished – right down to the corkscrew and wall decorations – and are most frequently offered on a quarter, third, or half share basis although twelfth shares are now appearing with more regularity. Unfortunately often still tarnished by the unsavory reputation of the totally unrelated timeshare, each fractional share is fully deeded property you can resell, mortgage, or will to the beneficiary of your choice.

Owners have access to their property on a rotational basis – typically for a one-week



At Painted Boat Resort Spa & Marina kitchens are as luxurious as any downtown condominium, and they come furnished right down to the corkscrew.

period each month. However, if you choose not to use your property during your rotation, it's placed in a rental pool generating a revenue stream that can be used to offset costs. Here too, the emphasis is on no worry investment – professionals like Canadian Rocky Mountain Resorts or Bellstar Hotels & Resorts handle the myriad details of hotel management, res-

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Craig Andersen

ervations, and housekeeping.

One owner at the recently opened, \$31 million Painted Boat Resort Spa & Marina in Pender Harbour put it this way. “We’re too busy to worry about maintenance and repairs, and we certainly didn’t want just any property. Here you have 24/7 service, the amenities are of an excellence that means we can bring clients as well as family, and with the marina we have the option of arriving by private boat or floatplane. There really is nothing else like it.” Now selling in the Gulf Islands, Galiano Oceanfront Inn & Spa is proving so popular that many early buyers are purchasing additional fractions in this oceanfront retreat. “We’re seeing people who bought one of our Villas now buying a Spa Suite for when they have guests or older children come to stay,” explains sales representative Ian Watts. “Everyone has privacy, but you can all get together for socializing or meals.”

Sound Economics, Ultimate Flexibility

With the price of recreational properties skyrocketing, fractional ownership also makes economic sense. “Why would you pay a full-time price for property you only use part-time?” says Craig Andersen of Pilothouse Real Estate Inc and an enthusiastic supporter of this sales model. In fact, after marketing a variety of fractional resort properties including The Residences at Sun Peaks, Craig purchased a quarter ownership as a legacy for his own family at Currents at Otter Bay on Pender Island.

“The national average for use of a vacation property is 19 days – or roughly three weeks per year,” he points out. “So what happens to your vacation property for the rest of the year? Usually it just sits there... empty. Quarter ownership gives you use of your property for 12 weeks throughout the year, and it’s guilt free. You know everything will be clean and in perfect working order every time you show up – no more spending half the holiday fixing things – and if you decide not to use it yourself, it goes in the rental pool and generates revenue.”

If you’re truly serious about taking more time off but can’t quite see eye to eye with your significant other about where to spend your vacations, fractional ownership could also be a route to the return of holiday harmony. As one purchaser at The Residences at Sun Peaks put it, “I like to ski, my wife prefers the desert to the mountains, and my kids want to vacation in Hawaii. Instead of buying one property that’s a compromise, for the same price I can buy a quarter interest in four properties – everyone gets what they want, everyone’s happy.”

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