



# TOUCHSTONE

ON LAKE MUSKOKA

## **FOUR TESTAMENTS** **to fractional ownerships future**

*Michael J. Silverstein, The Boston Consulting Group*

"Even when middle-class millionaires invest in traditional luxuries like second homes, jets, or yachts, they prefer fractional ownership. They're looking for ownership to be converted into a relationship rather than an asset they have to take care of. Their primary luxuries are time and attention." *Lewis Schiff, Advanced Planning Group*



"There is no question with second home ownership... fractional real estate, due to its superior experience levels and it's significantly more compelling value proposition will become the popular choice in consumer second home purchases." *Jamie Klein*

"When it comes to pursuing their luxury lifestyles, there are two overriding attributes that characterize affluent households. They demand the luxuries they indulge in to offer superior quality... to be a cut above the rest. At the same time, they want the very best for less. Fractional ownership has got both covered." *Pam Danziger, Unity Marketing*

"My view on fractional ownership: a growth business. The upper middle class has hunger for a taste of the most affluent life. They detest low asset utilization - fractional is fun."

