



WHAT IS FRACTIONAL OWNERSHIP WITH APPASSIONATA?

Fractional Ownership is a growing and successful way to buy a holiday home, but few people really understand exactly what it means, or the benefits it can give.

The Benefits - A Lifetime Investment

One of the key reasons people invest in fractional ownership is the ability to buy a luxurious property of considerably higher value than the capital outlay required for a 1/10th share.

When on holiday people do not want to worry about management and upkeep, they merely want to relax. With a fractional property there is no need for owners to worry about maintenance, the professional management team take care of everything.

“Fractional ownership in an Appassionata property was a much more pragmatic approach to owning a home in Italy. The property was meticulously restored, and fractional ownership was the solution to all of the expense and hassle of overseas home ownership.”

Victor & Sandra Jason – USA Owners

THE ADVANTAGES

Why pay 100% of the cost for 10% of the time when you can pay 10% of the cost for 100% of the time!

- Lifestyle purchase – excellent alternative to outright ownership
- Economic sense – a fraction of the whole ownership cost
- Annual Running Costs – pay only 1/10th of the annual costs
- Capital appreciation – bricks and mortar asset with proven returns
- Asset – Easy to pass on to future generations
- Simple re-sales – Proven future flexibility to sell
- Professional management – giving you peace of mind.
- Year-round community – It's just like coming home
- Location – Breathtaking and unique





FRACTIONAL OWNERSHIP IS NOT TIMESHARE.

It has some similarities, in that it involves a number of people sharing in the use of a single property, but the similarity ends there.

It is frequently confused with timeshare, conjuring up a very negative view of being chased down the street by an over-enthusiastic salesman inviting you to enjoy a liquid lunch and sign on the dotted line.

Fractional Ownership was developed to create a more secure and reliable solution for those wanting to share ownership of a luxurious item. Property, aeroplanes and boats are the most popular, where the ownership is generally shared between 4 to 12 owners.

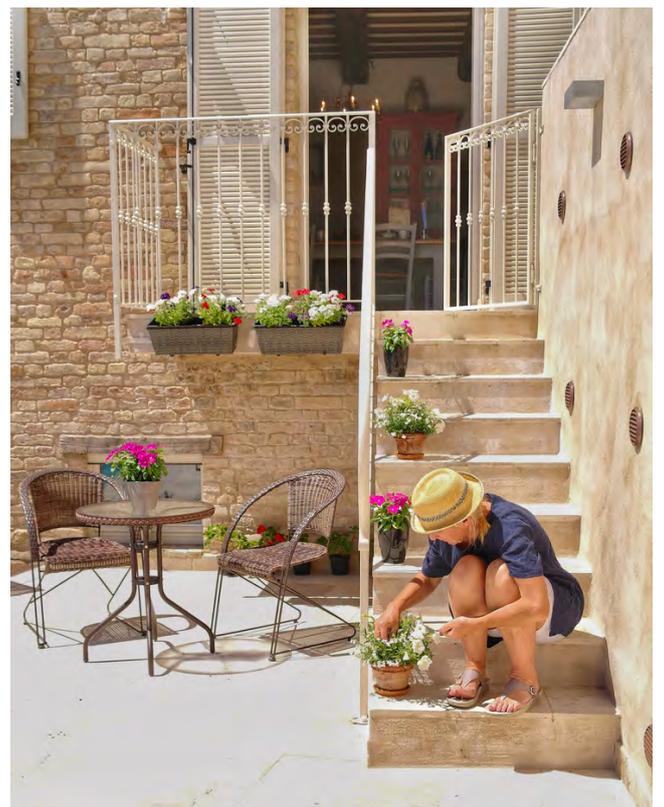
The key to Fractional Ownership is 'ownership'; you own a share of the property in perpetuity, with the right to sell at any time.

Timeshare is all about 'time', you have the right to use the property for a short period each year, normally a week, but without ownership in the freehold asset.

Timeshare is likely to reduce in value over time, whereas Appassionata have undertaken several re-sales on behalf of owners, achieving an average return of +12% on the total value of shares sold, a real success in a changeable international property market.

With Fractional Ownership, several buyers collectively own a luxury property which is professionally managed and maintained throughout the year. Owners split the annual running costs between them. Financially this makes good sense as on average a holiday home owner only uses their property for 40 days each year but has to pay for the entire year.

Our owners are all pretty savvy. They often have the resources to buy a property outright, but don't want the financial burden and stress. They know they haven't got the free time to use it all year.



“Appassionata are a delight to deal with and the reason that everything works so incredibly well. Friendly, helpful, professional and most of all passionate about their work.”
Joanne Evans-Webb –Owner from Dubai.

Owners don't want the headache of paying for the upkeep and maintenance of all year-round ownership. Some have owned holiday homes before and were fed up of having to maintain the house, cut the grass, clean the pool and fire up the central heating before they have had a chance to kick back, crack open a bottle of wine and enjoy 'being' in their holiday home.

You arrive and everything is ready for you to start your holiday immediately.

Fractional Ownership provides a modern solution to owning a holiday home. It's much better for a group of people to share in the cost of ownership and for the house to be fully used throughout the year.

Having a property consistently used breathes more life into local communities, adding to the rich culture and diversity of the local area by developing long-term relationships with the locals.



It is a given that the legal structure for Fractional Ownership must be robust. Buying into a Fractional Ownership scheme must be easy and straight forward. The legal structure must protect the owners, the property, and provide a simple transparent way for the property to be managed.

The Appassionata structure is simple, secure, tried and tested by over 40 owners.

With Appassionata you own a 1/10th share of the property which you can sell at any time. The property is owned by a UK company where you are a 10% shareholder. You have exclusive use of the house during your 5 weeks of annual residency.

IN SIMPLE TERMS:

‘THE MEMBERS OWN THE COMPANY – THE COMPANY OWNS THE PROPERTY.’

