



CHAMPIONS
CLUB

Fractional Ownership Proposal

A Smart, Affordable & Exclusive
Way to Own Luxury Assets





What is Fractional Ownership?

Fractional Ownership is an innovative investment model that allows individuals to own a share of a high-value asset (yacht, private jet, luxury villa, vacation home, or sports car) at a fraction of the cost.

Why Choose Fractional Ownership?



Lower Investment, Higher Value - Enjoy full luxury benefits without high capital costs



Zero Maintenance Hassles - Fully managed concierge service



Flexible Usage Rights - Fair allocation of usage time.



Transferable Ownership - Sell, transfer, or pass to nominees.



How Fractional Ownership Works?

1 Company & Asset Structuring

- A dedicated entity (LLC or LLP) is formed, owning a single high-value asset.
- The company issues 10 fractional shares, each representing 10% ownership.
- Owners hold lifetime rights, and shares can be transferred to a nominee in case of demise.

2 Ownership & Pricing

- 1 Share = 10% of the market value of the asset.
- Annual Maintenance Fee = 5% of share value (for upkeep, insurance, and management).
- Additional Hours beyond assigned slots can be purchased at 0.5% of the share value per hour.



Usage Rights & Booking System

Each 10% owner receives

- **30 Days per Year (or 150 Hours)**
- **1 Day = 5 Hours**

Booking Rules

- **First-come, first-serve via an online calendar system.**
- **Blackout dates announced yearly**
(for peak seasons and maintenance).

Maximum Usage Limits

- **4 Weekend Days per Year**
- **4 Days per Month**
- **2 Days per Week**
- **Minimum slot booking = 2 Hours**
- **Single Day Usage: Either 1 slot of 5 hours or 2 slots**
(e.g., 3 hours + 2 hours).
- **Unused hours do not roll over but can be transferred or rented to other members.**



Target Audience

1

Primary Target - HNWIs & Ultra-HNWIs

- Investors purchasing premium real estate and luxury assets.
- Buyers who value prestige, exclusivity, and convenience.
- Those seeking high-end lifestyle perks without full ownership burdens.

2

Secondary Target - High-Profile Executives & Entrepreneurs

- Business owners and corporate leaders.
- Expats and GCC nationals looking for asset co-ownership options.



Marketing & Sales Strategy

Digital Marketing & Online Presence

- Exclusive Landing Page – showcasing Fractional Ownership benefits.
- Performance Marketing & Paid Ads
- Meta & Instagram Ads – Targeting luxury property buyers & HNWIs.
- Google Display & YouTube Ads – Highlighting luxury asset ownership.
- LinkedIn Ads - Targeting high-profile business owners.

Influencer & Celebrity Endorsements

- Partnering with luxury travel, lifestyle, and real estate influencers.
- Hosting influencer tours showcasing the fractional model.



Offline Sales & VIP Networking



Exclusive Preview Events -
Invite-only showcases for
HNWIs and investors.



Broker Engagement & Realtor Partnerships -
Real estate agents trained to upsell
fractional ownership.



Commission incentives -
for brokers selling
fractional shares.



Corporate Tie-Ups & Business Events -
Hosting high-net-worth business
networking events onboard.



**Showcasing ownership
opportunities -** at luxury expos
and sales centers.



Public Relations & Media Strategy



Luxury Lifestyle Press Coverage -
Features in top magazines like Arabian Business, Gulf News, Yacht Style, and Forbes ME.



Brochure Integration -
Fractional ownership promoted in premium property brochures.



Exclusive Press Launches -
Announcing new asset partnerships and experiences.



Sales Strategy



Dedicated Sales Representatives -
Assigned teams cross-selling fractional ownership.



On-Site Visits for Buyers -
Showcasing assets to potential investors.



HNW Referral & Ambassador Program -
Rewards for members referring new fractional owners.



VIP Cold Outreach & Personal Sales Calls -
Targeting HNWIs & entrepreneurs via luxury gifting and one-on-one meetings.



Financial Model & Revenue Streams

Fractional Ownership Revenue Model

- **Asset Purchase Cost** - AED 10 million
- **Total Shares Available** - 100 shares at AED 100,000 each
- **Total Revenue from Sales** - AED 10 million
- **Annual Maintenance Fee** - AED 10,000 per owner per year

Additional Revenue Streams

- **Extra Days Purchase** - Owners can buy additional usage beyond their allocated time.
- **Asset Chartering for Non-Members** - Generating revenue from external bookings.
- **Luxury Add-Ons** - Premium services like fine dining, water sports, overnight stays, and private chefs.
- **VIP Membership Upgrades** - Exclusive Champions Club tier with priority usage and luxury events.



Expected Outcomes



Stronger Property Sales & Asset Value -
Fractional ownership adds exclusivity
& increases investment appeal.



High-Value Lead Generation -
Attracting Dubai's elite clientele.



Increased Brand Equity -
Champions Club positioned as the premier
luxury co-ownership solution.



Recurring Revenue Streams -
Through annual maintenance fees, asset
chartering, and membership upgrades.



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