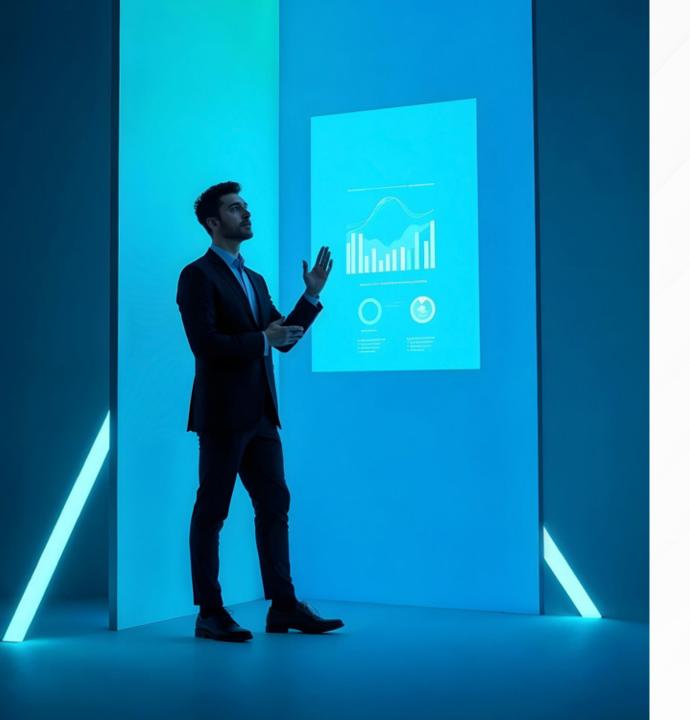
# Fractional Ownership Proposal

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.





### 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

- 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.
- 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 –
   howcasing 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.

# 2 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.



## Reach Us for Enquiries

**9 +971 58 504 5883** 

\$\square\$ +971 58 573 5296