

WHY Fractional Ownership?



The nice young couple sits down in the office and pulls out the “list”. You know the “list” - the one that we discuss regularly as recreation property brokers in Kittitas county. It contains all of the features they hope to find in their dream vacation property. I copied this one just last week from a couple that live in Seattle and are nearing retirement. They will stay in Seattle full time, as their kids and grand children

live there, but they want to find a place on the East side.

- Less than 2 hours from home
- River frontage or a river view
- Mountain view
- No windmills
- Year round access
- Nearby activities: hiking, fishing, restaurant, store, gas, golf, boating, skiing, wine bar, shopping, hunting, public land
- Needs: Internet, campfire space, secure location, nearby neighbors, cell service

It’s a simple fact that as the list gets longer, the amount of inventory goes down, and the price goes up. The current real estate market is fast paced and shrewd. The “cloud” reports everything that happens and measures sales instantly. There are no “good deals” anymore - just good value. If someone wants to buy a prime recreation property (meaning they have a long list), they might spend \$1,000,000 or more to do so. Then once they buy it they will spend another \$1200 - \$2500 per month on taxes, insurance, power, propane, phone, internet, landscaping,



and house cleaning whether they use it once a month or once a year. They do this, so they can show up at their place and enjoy time with their families instead of working on maintenance. While that price works for some folks, it certainly doesn't work for everyone. Therefore, buyers must compromise their list in order to find an affordable place.



You have just encountered the perfect scenario to introduce fractional ownership. The concept makes sense - you can AFFORD to buy PREMIUM recreation property because you are paying only for the time that you are using. The purchase price is \$99,000, and monthly dues are only \$295. This gives owners a full 8 weeks per year of use. The use

model is flexible, and the fees include everything listed above except property tax, which costs about \$1180 per year. Add to that list pool, hot tub, private vineyard, sporting clays, rafting, boat launch, and established rental program, and you have Canyon River Lodge. At sellout, just 80 lucky owners will call Canyon River Ranch their home. Bring your clients down for lunch, introduce them to our staff, and present this one short paragraph to them. Give them the opportunity to purchase one of just 35 remaining fractional shares at Canyon River lodge. They'll be glad you did!