



Press Release
June 2008

ROG Creates “BuyWithFriends” Ownership Model

www.buywithfriends.com

BuyWithFriends

- Is the **most innovative and exciting new ownership model** for active, aging baby boomers who want a fully managed resort vacation home but can't afford or can't justify the escalating cost of whole ownership.
- Combines the best of ROG's whole ownership model and the best of ROG's fractional ownership model. It creates a more affordable and friendlier way to own and enjoy resort vacation homes with people you know, like or want to enjoy vacation time with.
- Is the perfect resort home product for the current economic times. Nearly 100 million aging baby boomers are entering the prime years for resort home ownership, however, resort homes have traditionally sat empty for over 300 days per year (National Association of Realtors Study, 2006). The ROG shared ownership platform optimizes unused usage time in a very unique way by optimizing much of the unused weeks to improve rental income options, create greater usage and exchange benefits for all owners and thereby enhancing future resales.

For Developers

ROG provides a “**complete turnkey**” fractional ownership selling solution model that includes the front-end, middle and back-end asset management of each resort home while offering affordable ownership options to individuals and small business owners. Independent quality resort home developers can choose to “white label” the ROG Ownership Models and can now add **BuyWithFriends.com** to their marketing strategy. ROG is the complete solution with extensive marketing partnerships, national selling channel partners and global rental partners all designed to improve the sales and reselling of the resort homes.

For Purchasers

BuyWithFriends.com truly provides the best of fractional ownership and the best of whole ownership. Affordability, flexibility, control and conventional financing for much less than the cost of whole ownership. With **BuyWithFriends.com**, two, three or four owners can all be registered on title with ROG's proprietary usage calendar fairly allocating each owner their weeks throughout the four seasons. Each owner is free to use, rent (optional) or exchange their weeks within ROG's three expanding exchange networks. The three exchange networks include ROG managed locations, Intrawest's Resort2Resort (R2R) locations and the world leading Group RCI with locations in over 60 countries.

For ROG

BuyWithFriends.com adds a sales dimension to ROG's existing fractional and whole ownership options with another affordable selling option for developers. Several top quality resort home builders will be licensing the **BuyWithFriends.com** sales model to sell their resort homes at top resort destinations in Canada, US, Mexico, Caribbean, Asia and Europe.

Best Feature

One of the best features of **BuyWithFriends.com** is when the owner's use ROG's unique and proprietary stacking feature. Stacking allows all **BuyWithFriends** owners in one home to receive several homes during the same week when they want. This is made possible by ROG's inventory of exchangeable weeks. Now owning one home fractionally and affordably, owners can feel like whole owners using several homes at the same time. Stacking allows friends to vacation at the same time which has numerous applications for business use, special reunions and multiple family gatherings.

About Resort Owners Group (ROG)

Resort Owners Group is a Canadian company that is revolutionizing the resort home industry through their unique platform approach for independent developers. The company is creating a global brand of professionally asset managed, rentable, resort vacation homes in premier resort destinations in Canada, US, Mexico, Caribbean, Europe and Asia. ROG has developed the "ROG Model" that makes resort vacation homes more affordable, more usable and more exchangeable, with ownership options of fractional, whole, Private Residence Club and the new **BuyWithFriends.com** model of ownership. ROG licenses the ROG complete turnkey solution to quality developers enabling them to leverage The ROG Model of ownership, ROG's unique BuyWithFriends.com model and ROG's growing list of sales and marketing partnerships.

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