



Press Release  
March 2009

## Resort Owners Group Launches Developer “Fractional Ownership Platform” “A Property Revolution”

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Resort Owners Group (ROG) is pleased to announce the launch the industry’s most complete “Fractional Resort Home Asset Management Platform” for developers, purchasers and existing resort home owners.

ROG has spent several million of dollars creating the perfect ownership model for owners of resort homes and a turnkey solution for developers. The ROG Model makes resort homes **more affordable, more flexible, more usable and more saleable.**

ROG’s Platform is more than a fractional ownership model; it offers fractional ownership, whole ownership and ROG’s unique BuyWithFriends ownership options under a single marketing format. It’s a *turnkey* sales, marketing and asset management solution designed to improve the relationship between purchasers and developers. ROG becomes the post-sales asset manager adding value to both the owners and the developers before and after the sale, managing the future resales of the fractional platform. ROG provides enhanced ownership benefits, manages the network and removes the headaches of ongoing ownership through world leading alliances and partnerships;

- **For Purchasers** – The ROG Model has affordable fractional and whole ownership options plus ROG’s new **BuyWithFriends** option that combines the best of whole ownership with the best of fractional ownership, making resort homes *even more* affordable, flexible and enjoyable!
- **For Developers** – The ROG Model is a turnkey solution that can be affordably licensed, allowing developers around the world to access the model and ROG’s growing sales and marketing alliances. New sales teams are being added to accelerate developer’s sales through more affordable selling alternatives than traditional costly whole ownership.

### The ROG Model for Developers

Since launching ROG’s Fractional Ownership Platform in November of 2008, ROG has been overwhelmed with new project opportunities and project referrals on 30+ unique resort projects, all needing and wanting to license The ROG Model for Purchasers.

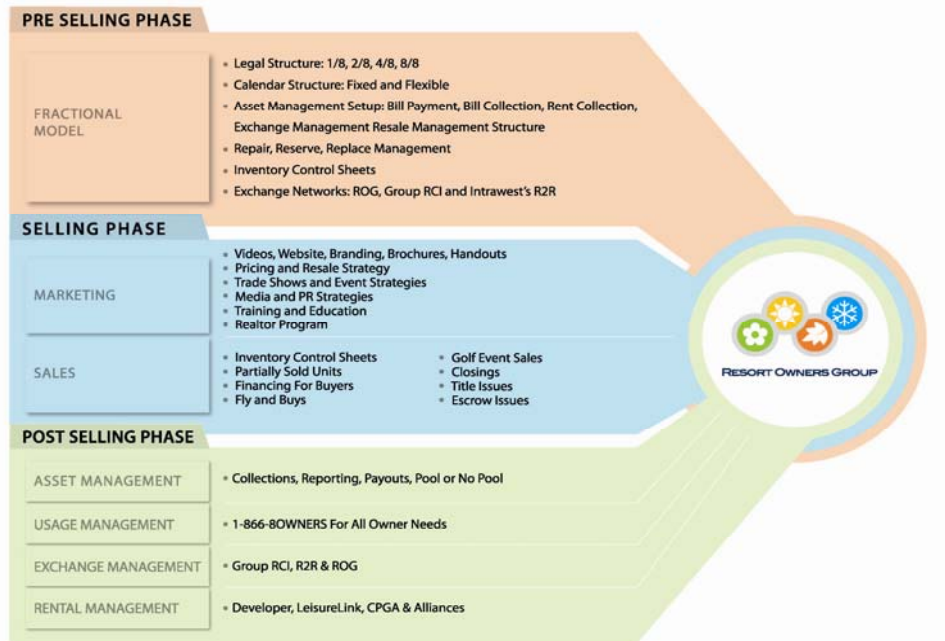
ROG has attracted National and International sales, marketing and exchange alliances growing the network benefits through exceptional new locations. ROG is also attracting the biggest sales teams and the biggest rental alliances adding value to the turnkey model for developers aligning with ROG.

Industry leaders, alliance partners and developers say that ROG has the best marketing tools in the industry, tools that are designed to save developers hundreds of thousands of dollars and reduce the time to get to market a fractional offering with less stress. A recent project took four weeks from start to

launch, including bringing in a six man sales team, training, legals, brochures and all the visuals for the sales center, all at a cost that was a small fraction of industry averages.

The platform is considered a major breakthrough in the industry by industry leaders. ROG is expanding the platform with high quality developers throughout Canada, US, Mexico, Caribbean, South America and Europe.

### Snapshot of Developer Services



### About Resort Owners Group

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](http://BuyWithFriends.com) model of ownership. ROG licenses the ROG complete turnkey solution to quality developers enabling them to leverage The ROG Model of ownership and ROG'S growing list of sales and marketing partnerships.

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