

# FRACTIONALIZE TO MAXIMIZE

DIVIDING YOUR VACATION HOME INTO PROFIT



Your complete manual to selling your property in fractions!

BY

SHERMAN D. POTVIN

## Total Revision and Updates 2015

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Foreword

## A Word from the Author

Dear Developers, Owners & Real Estate Professionals,

I want to thank you for your purchase of my guide. If your dream is to maximize the return on your development, your vacation home, or a client's home, then I have no doubt that you will be pleased with your purchase. The good news is that fractional ownership makes sense in any market; folks are looking for smarter ways to spend their leisure time and money. Shared ownership perfectly meets this goal by giving them all the advantages of owning a vacation home, at a fraction of the cost.

The purpose to this book continues to be the same -- deliver a quality manual that will enhance your chances of completing a successful fractional project. I make my living consulting for large fractional developers, advising them on everything from whether or not to buy a particular piece of property, to how they should train their sales team and everything in between.

But I have noticed that for every large fractional project in the works, there are dozens of individuals looking to fractionalize their vacation home. I receive letters and calls regularly from vacation home owners asking how they might get started turning their home into a fractional property to maximize their return on investment.

Without any resources available to them, they often attempt to fractionalize by themselves, and most fail miserably, and then call me for help when it's too late. So this book was born with the specific goal of helping developers, owners and real estate professionals understand what is required for a successful fractional project. While it is not rocket science, there are many pitfalls and there actually IS a method to this madness.

With the recession behind us and lenders back in the game I am seeing more fractional programs today than back in the heyday of 2006. I am very happy to report that fractional ownership is once again leading the real estate industry.

This manual is protected so it cannot be copied or forwarded to anyone else. You can however, print pages from the book. I wanted you to have this option as there may be material you wish to share with your attorney.

Thank you again for your trust, who knows? You may want to do several properties now that you have built the model!

Sincerely,  
Sherman D. Potvin

**THE CONTENT OF THIS EBOOK ARE  
NOT SHOWN. ONLY A FEW PAGES  
ARE VIEWABLE FOR PUPOSES OF  
NATALIE WILLIAMS PORTFOLIO**

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## **BIOGRAPHY OF SHERMAN D. POTVIN**

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### **Fractional Real Estate Consultant**

Sherman D. Potvin has been involved in real estate for more than 35 years. As a broker, Mr. Potvin owned both commercial and residential real estate companies for more than 25 years.

Mr. Potvin's experience with fractional sales started at the Killington Grand Hotel in Killington, VT, in 1991. Since then he has worked and consulted for the very best Branded Hotels in the fractional industry, including the American Skiing Co., Intrawest, Four Seasons, St. Regis, Ritz Carlton Club, as well as numerous independent developers. He wrote the fractional industry's first book, "Fractionalize to Maximize" providing insight on vacation home fractionalizing. In 2005, Mr. Potvin founded the world's most comprehensive fractional website [Luxury Fractional Guide](#) where his book and more than 300 fractional properties may be found. In 2008, he introduced his unique fractional real estate training system setting new standards within the industry.

Mr. Potvin has specialized in consulting for fractional developers for several years. He is truly one of the industry's leading consultants, having traveled the world over to advise fractional developers ensuring that their project would have the best chance of success.

Mr. Potvin also brings a wealth of financial information and connections. He has had great success obtaining financing, both front and back end, for small and large projects. The years of experience he brings to the table has proven to be very beneficial to fractional developers.

### **Partial Client List**

The Ritz Carlton Club, St. Thomas, USVI  
The Trapp Family Lodge, Stowe, VT  
Crystal Sands, Costa Rica  
The Royal Private Residence Club, Kelowna, BC, Canada  
Cadaques PRC, Dominican Republic  
The Killington Grand Hotel, Killington, VT  
The Cottages at Pinehurst, Pinehurst, NC  
The Dye Villas, Myrtle Beach, NC  
The Lions Gate PRC, Dominican Republic  
The Timberlake Club, Houston, Texas