

BUSINESS LIFE



[Leisure]

The Fractional Life

With jewelry, yachts, and vineyards available by the slice, even the superrich are learning to share. **BY EUGENIA LEVENSON**

LAST SUMMER, Allen and Susan Pierce toured a charming hilltop vineyard while vacationing in the South of France. The setting was postcard-perfect: stone walls dating back to the Romans snaked through rows of lush grenache vines, and below, waves of green-gray foliage stretched west to the Montagne Noire. By the time the tour ended, the Pierces were so enchanted they

decided to buy the vineyard—well, actually, a half-acre of it. The rest is divided up among other wine enthusiasts.

Fractional ownership dates back to 1960s time-shares, but NetJets sparked the high-end trend when it began selling shares of planes in 1986. Then luxury resorts got into the act, and suddenly “time-share” wasn’t a bad word anymore. Now the range of asset-sharing arrangements aimed at the well-heeled has exploded to

include not only vineyards but golf, handbags, jewelry, yachts, and autos. Who are the buyers? Call them the “partsumers”: the couple who needs a yacht for weekends in Key Largo, the investment banker who wants a helicopter lift from Wall Street to his house in the Hamptons, or the fashionista who wouldn’t carry anything less than the latest it bag. The American dream may be to own, but for this set, luxury tastes just as good by the slice.

SHARE TACTICS

Beyond time-shares and NetJets, here are seven ways to embrace the fractional life. —E.L.



Vineyards

Opportunities range from deeded plots (buyavineyard.co.uk) to shares in wine estates (winestatecapital.com) to vine rentals (3divines.com).



Cars

Boston’s Otto Club offers both individual and corporate memberships (theottoclub.com), while San Francisco-based Club Sportiva has satellite locations in Vegas, New York, and Munich (clubsportiva.com). For fractional ownership, try Chicago-based Exotic Car Share, which ships cars across the U.S. (curvyroad.com).



Golf

A \$6,250 Tour GCX membership (tourgcx.com) buys ten rounds at 31 private golf courses in New York, Florida, Vegas, D.C., and Boston.



Destination clubs

Five-year-old Exclusive Resorts (exclusiveresorts.com) leads the field with 300 residences, from Paris to Turks and Caicos.



Yachts

Membership clubs (theyachtshare.com) and lease-share programs (placelcleyachts.com) supply everything from Sunseekers to Jeanneau.



Designer accessories

Besides handbags (thebagstorenches.com), some firms rent jewelry with retail value up to \$16,000 (bagborrowersteal.com).



Helicopters

This fractional program (sikorskyshares.com) has a ten-chopper fleet with service on the East Coast.