

# The Lore Institute

## **SECURES THE NUMBER ONE SELLING POSITION IN FRACTIONAL OWNERSHIP IN 2010**

Ragatz Associates has just completed its first mid-year survey of the fractional interest industry in North America, including the U.S., Canada, Mexico and the Caribbean. The survey complements the annual survey conducted by the firm during each of the past 10 years. There are 105 fractional interest projects in active sales. In regard to the number of shares sold during the first six months, the leader was Cottages of Cape Kiwanda in Oregon. This project sold over 35 percent more shares than the next leading one.

The Lore Institute handles all the Sales and Marketing at the Cottages at Cape Kiwanda. Learn how the Lore Institute accomplished these world class sales numbers in a fractional resort that is not branded, is not in a world class destination location, has a prime season that is very short, has no developer on-site amenities and is in a limited local regional market.