

Perspective International Unveils Fractional Property Guide



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Officially launching July 1st, the new Fractional Property Guide has been unveiled in preview mode to enable system checks and prospective advertisers to get a feel for the new service. The site can be viewed at <http://www.ownersperspective.com/fractionalpropertyguide/>

“Whilst there are several other excellent websites that provide property listings for fractional ownership, we have been compelled to produce ours through demand from our consumer magazine readership which reaches more than 42,000 prospective buyers each month.” Says Paul Mattimoe, CEO of Perspective International.

Owners Perspective Magazine (<http://www.ownersperspective.com>) which launched in print in January 2009 has taken bold steps to bring the shared ownership industry to the general public, and in a matter of a few months has negotiated distribution deals with leading UK supermarkets, travel and property shows, selected hotels and resorts and shortly will add airport lounges across Europe to its already significant monthly reach of 42,000+ readership.

"It is essential for us to continue to differentiate ourselves from competitors, and our offline reach is the key ingredient here. We don't really base our online advertising platforms on "hits" or "impressions", we simply provide direct enquiry forms and let each advertiser monitor the return on their advertising spend with 100% quantifiable results." Comments Mr. Mattimoe.

Over the past few months, readers of Owners Perspective Magazine have favoured the articles relating to Fractional Ownership and have actively interacted with current advertisers for more information. The Fractional Property Guide, which resides within the main website, rather than a standalone website, is designed to harness the high traffic of the magazine to provide highly targeted and product educated, fresh purchase enquiries for fractional property developers.

The online enquiry forms offer the consumer the chance to request brochures, inspection visits, enquire about available inventory and request a telephone call, whilst also providing the developer with full contact details as well as other useful qualifying information.

Contact Details: For more information on including your resort in the Fractional Property Guide call +1 407 792 2343 (USA) or +44 191 250 3501 (UK) or email sharon@perspectiveinternational.com