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## FOR IMMEDIATE RELEASE

### **2008 Ragatz Associates Eighth Annual Fractional Interest Conference to be held March 18-20 in San Francisco**

*Resort Real Estate Event Will Report on Industry's Latest News, Research and Trends*

**San Francisco, Calif.** (January 18, 2008) – The 2008 Ragatz Associates Fractional Interest Conference will be held March 18-20 at The Fairmont San Francisco, Dr. Richard Ragatz announced today. The conference, now in its eighth year, is acknowledged as the primary gathering event for real estate developers interested in the rapidly growing fractional ownership sector.

The conference, which attracted only 55 attendees in its inaugural year, drew 550 people last year. This year's attendance is expected to swell to more than 600.

The annual conference is an ideal forum to gain first-hand knowledge about influences affecting the fractional industry. Resort real estate industry veteran Dick Ragatz, DCP International, creators of the private residence club concept, and other experts will report on the latest trends, news and research findings about the state of fractional real estate, including private residence clubs and destination clubs.

Topics to be covered include:

- What consumers are saying about the various fractional product types
- How the industry as a whole performed during 2007

- First-hand insight from both branded and independent developers
- How to enter the fractional marketplace
- Networking opportunities with industry leaders and influencers

Conference sessions include discussions by experts who will cover development, marketing, sales, financing, design, legal issues, and operations of fractional interest resorts, private residence clubs and destination clubs.

Panel speakers will include representatives from Fairmont, Starwood, DCP International, Timbers Resorts, Exclusive Resorts, Ritz-Carlton, Hyatt, the American Resort Development Association, etc.

Additionally, results from the 2008 Edition of Ragatz Associates *State of the Fractional Interest Industry* will be presented, providing the most up-to-date findings available about fractional projects in North America and the Caribbean, as well as potential consumers. The report will be available for purchase.

The 2008 Ragatz Associates Fractional Interest Conference is being co-hosted by DCP International. Registration for the conference is \$850. Group discounts are also available.

For questions and registration information, visit [www.ragatzassociates.com](http://www.ragatzassociates.com). Contact Deanna Hardacker at 541-686-9335 or [info@ragatzassociates.com](mailto:info@ragatzassociates.com).

### **About Ragatz Associates**

Ragatz Associates is recognized as the leading consulting and market research firm in the resort real estate industry on a global basis. The firm has conducted more than 2,000 studies in over 70 countries since being formed in 1974. It specializes in feasibility analyses and consumer research.

### **About DCP International**

DCP International specializes in the design, marketing and sale of fractionally owned residence clubs. It is the pioneer and most experienced

company in this rapidly growing segment of the resort real estate industry, with historic and projected sales revenues in excess of \$2 billion.