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## **Ski Season is Nearly Here – Residence Club Owners Enjoy Luxury and Convenience at Properties Located Steps from Renowned Ski Areas**

**[Park City, UT]** With another ski season rapidly approaching, thousands of ski enthusiasts are spending hours researching accommodations and resorts in an effort to plan their winter getaways. Many wish they owned a home in ski country and the ability to visit on a whim, others are enjoying the luxury and conveniences of residence club ownership.

Most skiers tend to be consumed by organizing their highly anticipated winter getaways and traveling with a cumbersome load of ski gear, but residence club owners can simply show up at their luxurious second homes in ski country and enjoy a hassle-free vacation. They arrive to find the concierge has stocked the gourmet kitchen with groceries, a private car service available for their use, a ski valet, and their ski equipment and clothing already placed in their residence. Residence club ownership allows for these types of seamless ski vacations for families and couples, enabling them to focus on what's important – skiing and snowboarding on pristine slopes just steps away from their residence and spending quality time with each other.

DCP International<sup>SM</sup> created the Equity Residence Club<sup>SM</sup> concept in 1991 at Deer Valley Resort in Utah with the development of the Deer Valley Club. "When we compared the high cost of Deer Valley real estate with two to three weeks of winter use by owners it computed to a very expensive ski day," comments Steve Dering, president of DCP International<sup>SM</sup>. "Our goal was to provide the residential quality expected at Deer Valley, a minimum of three ski weeks per season, services and amenities not offered with any other real estate product, and an ownership price that was commensurate with the amount of use."

This highly successful model is now being followed by 8050 Private Residence Club in Mammoth Lakes, CA and The Residences at The Chateaux in Deer Valley, Utah. Club owners actually own deeded real estate, which can be sold, willed or placed in a trust just like any other form of real estate. They can reserve accommodations well in advance, and on a short-notice, space-available basis.

Slope-side real estate can be prohibitively expensive, making Equity Residence Club<sup>SM</sup> properties a more affordable, convenient way to own ski resort real estate. Ownership at the 8050 Private Residence Club starts at \$300,000 and includes superior amenities and services such as direct gondola access, a fitness center, housekeeping and maintenance, concierge service, a full-service rooftop spa, and secure storage facilities for ski equipment and other personal items.

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Mammoth also enjoys one of the longest ski seasons in North America, receiving an average annual snowfall of 400-inches.

Ownership at The Residences at The Chateaux starts at \$356,000 for a three-bedroom residence as compared to Deer Valley's median whole ownership sale price of nearly \$2.6 million.

Desirably located in the Silver Lake Village area of Deer Valley Resort, ranked #1 resort in North America by the 2007 *Ski* magazine Readers Poll, The Residences at The Chateaux offers owners all the amenities and services of a world-class hotel. The family-friendly property provides a private owners lounge, a teen room and toddler care room, state-of-the-art fitness center, ski locker room and ski valet, heated outdoor pool and hot tub, spa, and award-winning restaurant. Families can benefit from long-term clothing and equipment storage, allowing them to travel with ease to their residence.

"The Residences at The Chateaux is a great alternative to what has become a very high price point for the finest in Deer Valley real estate," says Sara Werbelow, sales director for the property. "It works very well for those who visit the Deer Valley area year after year who are also looking for a high end real estate product and 5-star quality hotel-like service and amenities at a fraction of the price of whole ownership. Owners have told me that they stay in the finest hotels all over the world and that their experience at The Residences ranks among the best."

**DCP International<sup>SM</sup>** (DCP) pioneered the Equity Residence Club<sup>SM</sup> concept and is regarded as the most experienced consulting firm in the industry. **DCP** residence clubs have generated more than \$700 million in sales to date and the company currently has more than \$2 billion either sold or under contract. **DCP** has consulted with private developers on more than 30 projects in the United States, Mexico, the Caribbean, and Europe.

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