



## STAR RESORT GROUP



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### Star Resort Group Initiates SMART™ Report Star Marketability Assessment Report Provides Real World Information to Developers

SCOTTSDALE, AZ -- Star Resort Group (SRG) a leading developer, marketer and seller of luxury fractional ownership real estate, private residence clubs and whole ownership resort real estate products has initiated a new service for developers of fractional, mixed use and private residence club resort real estate.

According to Carl G. Berry, CEO of SRG, "it is the objective of the Star Marketability Assessment Report (SMART) to provide real-world information to the developer at a cost less than the traditional feasibility study. It is written from the viewpoint of principals who have been on the front lines in developing, marketing and selling high-end fractional interests."

The principals of Star Resort Group (SRG) have been leaders in the industry since its inception. They have been directly involved in the development, marketing, sales and management of more than two dozen high end fractional projects; they began in 1993 with the first of its kind, the Deer Valley Club in Park City, Utah; and presently have three projects in active sales: Anabui Private Residence Club (Aruba), Vallarta Gardens in Puerto Vallarta, Mexico and Cape Codder (Hyannis, Mass.).

According to Carl G. Berry, CEO of SRG, the report is made up of three components which, when combined, will give developers the information needed to make a "go-or-no-go decision" and a head start on marketing of the offering.

He states that "with our global economic forecast being what it is, we at SRG know that this is the time to plan ahead and strongly urge developers to be able to hit the ground running when more robust market conditions re-appear. SMART strengthens their footing in that regard."

The first is a consumer research component which will provide statistical analysis of target audience demographics and levels of affluence. The second part is an on-line survey of vacation travel habits, vacation home ownership patterns, levels of understanding of fractional ownership, and propensity to purchase a fractional product at certain price levels.

The third piece is a written report authored by the principals of Star Resort Group offering their professional opinion on the marketability of the project based on alignment with - or reasonable exceptions to - generally accepted criteria for success and preliminary recommendations on project scale, fraction size, use plan, architecture and interior design, services and amenities, and pricing.

The firm also offers an ASPIRE™ Report an initial and more basic site potential overview including inspection, review and evaluation

Star Resort Group provides sales and marketing, development and management expertise to developers throughout the United States, Canada, Mexico, Central America and now, the Caribbean. The company also develops resort projects for its own account, and is unique in that aspect.

For more information visit [www.starresortgroup.com](http://www.starresortgroup.com)

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