

Boot Ranch is located in the Texas Hill country town of Fredericksburg.



## Boot Ranch Gains Footing in Timeshare Market

By Scott Kauffman

**V**acation ownership or timeshare is a concept that's been around for decades and widely adopted by some of the biggest hoteliers in the hospitality business. Marriott, Wyndham and Hilton are a just few of the big-name brands in the business.

Even the Walt Disney Co. has a version of timeshare, including two resorts at Walt Disney World in Orlando featuring sweeping vistas of former longtime PGA Tour venue Lake Buena Vista Golf Course. Numerous other timeshare properties also incorporate golf as part of their master plan.

Now, Boot Ranch in Texas is putting a new twist on that timeshare concept. Situated in the Texas Hill country town of Fredericksburg, Boot Ranch is like many upscale golf course developments nationwide that offers everything from vacant lots to a variety of wholly owned custom homes and estate-size residences priced from \$3 million and beyond. But Boot Ranch also has a unique opportunity to own a fraction of the private club community by purchasing a share in a "Sunday House."

While this fractional ownership is rare in private club communities, the "Sunday House" concept is not a new idea. In fact, this is a central Texas tradition that dates back to the 19th century when German farmers who settled in the region around Fredericksburg built little homes in town – giving them a place to stay overnight when they came in for supplies and church.

Today, the 21st-century trip to Boot Ranch and its Sunday House is a lot more luxurious in nature, what with an array of world-class amenities to enjoy, including the Hal Sutton-designed golf course, Ranch Club pool and sports campus, the Lake Club and a 34-acre golf practice park that features the largest putting park in Texas. Each of the five-bedroom, shared-ownership Sunday House compounds come with mem-

bership privileges and are divided among eight families or shares.

Ownership shares are currently priced at \$325,000 and affords an average 40 nights of use per year. Each Sunday House is 4,500 square feet, and feature two master suites, two guest cottage suites, a bunk room, play lawn and fire pit. According to Boot Ranch director of marketing Barbara Koenig, the concept is taking off, representing 20 percent of overall Boot Ranch property sales in both 2016 and 2017, and 25 percent of sales through October 2018.

Each year, an average of three Sunday House owners decide they want to spend more time at Boot Ranch, Koenig added, and eventually purchase a fully owned home or homesite and put their Sunday House share on the resale market.

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