



where families come
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Magnolia Private Residence Club Provides Families a Smart Way to Own A Piece of Old Florida Charm

SEACREST BEACH, FL – Florida's Emerald Coast, renowned for its miles of sugar-white sand beaches and vibrantly colored water, has long been a popular destination for families seeking the perfect vacation. Now families can own an exclusive slice of paradise in this picturesque area of Florida's panhandle. Magnolia Private Residence Club, scheduled to open Fall/Winter 2008, offers an ideal way to own luxurious vacation real estate on the Emerald Coast at a fraction of the price and without the hassles of whole ownership.

As Florida's property tax and insurance costs have slowed down the real estate market, residence clubs have proven to be an attractive alternative to whole ownership – owners share these costs. Although often confused with timeshares and destination clubs, private residence club owners have significantly greater flexibility in how they utilize their ownership. A three-bedroom residence at Magnolia starts at just \$159,000 for a one-eighth share.

Magnolia Private Residence Club is desirably located along Highway 30-A, a coastal stretch of road known for old Florida charm, sea-oat covered dunes and white sand beaches. In addition to beach recreation, there are miles of coastal bike paths and award-winning eateries ranging from rustic oyster bars to open air seafood cafes to romantic dining.

According to the 2007 National Leisure Travel Monitor, visiting with friends and relatives is the most popular type of vacation for Americans, followed by beach vacations. The survey also finds Florida to be the number one place leisure travelers would like to visit within the next two years. Designed to appeal to multi-generational families who enjoy time at the beach, Magnolia Private Residence Club provides the perfect way to satisfy these latest vacation inclinations coupled with the services and amenities of a world-class hotel.

Magnolia Sales Director Laura Gerard says the Club was developed with families in mind. "We have created a residence club that provides an exceptional family environment. A complete range of amenities and services has been specifically tailored for family fun and relaxation. Our owners are free to visit their Magnolia vacation home as often as they wish, subject only to generous and flexible Club reservation policies."

The residence club concept is growing in popularity as Americans discover the flexible and carefree lifestyle this type of second home offers. Industry consulting firm Ragatz Associates reports the luxury, shared ownership sales volume in 2007 was \$2.3 billion, representing an 8.3 percent growth over 2006.

Axiom Capital Group, LLC of Destin, FL, developer of Magnolia Private Residence Club, has teamed with DCP International who pioneered the equity residence clubsm concept in 1992 with the opening of the Deer Valley Club at the prestigious Deer Valley Resort in Utah.

DCP President Steve Dering says, "This is the most logical vacation home ownership option. Members own deeded real estate in a prime location that is priced for today's market. Not only is the purchase price commensurate with the amount of use but the insurance, taxes, utilities, maintenance, replacement reserves, and staff expenses are shared amongst owners. The value is undeniable but what our buyers prize most is the high level of personalized service Magnolia offers."

Magnolia Private Residence Club is conveniently accessible from around the country. Local airports are Okaloosa Regional Airport (VPS) and Panama City-Bay County International Airport (PFN). The Club is in close proximity to several South East cities including New Orleans, LA; Memphis, TN; Atlanta, GA; Jackson, MS; and Birmingham, AL.

Magnolia Private Residence Club Services & Amenities:

- Seventeen beautifully furnished three-bedroom residences (1,775 square feet)
- On-site concierge service
- Protected boardwalk access to white sand beaches
- State-of-the-art fitness center with sauna, steam room and massage room
- Rooftop deck with heated pool, jetted spa and two commercial grade grills
- Owners' lounge with honor bar and amazing Gulf views
- Media and Activity Room
- Club-owned beach cruiser bicycles
- Business services including faxing, copying and overnight courier services
- Pre-arrival grocery shopping service
- Secured, air conditioned clothing and equipment storage
- Club lounge chairs, umbrellas and coolers delivered to and from the beach for owner use
- Daily housekeeping services and professional property management

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