

# Smart-money investing and lifestyle



By **Helmut Schön**  
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Where is the smart money investing these days? That is the million-dollar-question. I am not talking about being long on commodities, which hedge fund is top or which currency mix is best. I am talking about a phenomenon that Harvard Business School has picked up and studied in-depth, called “collaborative consumption”.

The theme is “there has to be a better way” – for those high-cost items that get used so rarely and stand around idle, costing money and, most importantly, time to administer. There is a fundamental recognition among hard working, successful people that the biggest luxury of the future is to have time. There is a realization that buying all these assets like houses, boats and cars to demonstrate one’s success is actually adding obligations, administration and hassles to one’s lifestyle. I see a lot of people reversing and divesting in order to be free and able to enjoy their spare time rather than spending it on administering their luxury assets.

Rachel Botsman and Roo Rogers (co-authors of the book “What’s Mine is Yours: The Rise of Collaborative Consumption”) state in the Harvard Business Review: “Collaborative consumption gives people the benefits of

ownership with reduced personal burden and cost and also lower environmental impact – and it’s proving to be a compelling alternative to traditional forms of buying and ownership.”

In the May 2011 issue of Fast Company magazine Danielle Sacks highlighted some of the latest developments in “The Sharing Economy”: “The central concept of collaborative consumption is simple: Access to goods and skills is more important than ownership of them.” The article covers other fascinating “lower-end” assets such as Zipcar, which is a platform for individuals to share each others’ cars. Did you know that even cars only get used 10% of the time and stand around idle 90% of the time?

The main theme from the studies of Rachel Botsman and Roo Rogers is that our society is seeing a resurgence of bartering, trading, swapping, lending, sharing and renting; practices that are changing the way we consume things today. “This could be as big as the Industrial Revolution in the way we think about ownership”, says Rachel Botsman, and the smart money has been and is yet again leading the trend for the way to own high-end luxury items. Collaborative consumption and ownership to share operating costs has already been happening in high-priced assets for some time and has entered the mainstream, such as:

- Large-scale shared jet ownership with Rich Santoulli creating NetJets,

the pioneer in the space, now partly owned by the world’s smartest investor, Warren Buffett, and

- Destination clubs for using or owning a portfolio of luxury homes around the world.

Overseas luxury property homes stand idle for 90% or more of the time, never mind boats or private jets. The European firm *The Hideaways Club* is now the world’s largest ownership-based club where collectively all club members together own 100% of a portfolio of luxury homes around the world. The club’s management offers a fully serviced and hassle-free management of the homes and the investment, giving successful people their time back and improving their lifestyle at less cost and hassle. The members come from the smart-money side of things and include about 50% entrepreneurs, private equity partners, CEOs and so on.

All this has nothing to do with the dreaded word “timeshare” at all, besides sharing the word “share”. It is about realizing that there are smarter ways to invest and to have more for less money by sharing the operating costs and saving a lot of hassles and aggravation that typically come with full ownership. This is why companies such as *The Hideaways Club* have been growing successfully through the market turmoil over the last few years as the smart money has picked up on this for the benefit of the club members’ lifestyle.

[www.thehideawaysclub.com](http://www.thehideawaysclub.com)

## The Hideaways Club

The Hideaways Club combines an investment in a luxury real estate fund with exclusive use for the investors. Shares can be purchased by private individuals, foundations, family offices or companies. Use is flexible with personal concierge and luxury hotel-like service. Shareholders hold a participation in the overall portfolio and also benefit from capital gain. At present there is a Classic Fund for villas and chalets and a City Apartment Fund.

**Further Information:** [private@thehideawaysclub.com](mailto:private@thehideawaysclub.com)  
[www.thehideawaysclub.com](http://www.thehideawaysclub.com) (key word: PRIVATE magazine)