EssentialPromotion

# ESSENTIAL PORTUGAL SPEAKS TO AURORA GROUP CEO MARCEL SANDERS

**EP: WHAT IS AURORA GROUP FINANCE?**

**MS:** Aurora Group Finance is a company based in Holland, with correspondent offices within Europe, which is raising finance for the Aurora Group resorts in Portugal with attractive returns and interest rates for private and institutional investors. Our aim is to raise finance for our resorts and to satisfy our investors, offer solutions that meet the investor's wishes and necessities.

**EP: HOW CAN AURORA GROUP FINANCE OFFER SUCH HIGH INTEREST RATES?**

**MS:** We are taking advantage of the present economic conditions to buy the projects for an acceptable price, including the fact that we are selling the real estate as Private Residences (Fractional Real Estate Ownership) which means that we can achieve very good returns on the overall projects while achieving attractive sales prices for the final client. Globally, Fractional Ownership and the Private Residence Club concept are amongst the fastest growing sectors of the Tourism, real estate and hospitality industries, with the number of identified resorts offering these products worldwide increasing by 39% in 2006 to 249. Annual sales volume in that same year increased to 1,65 billion. In 2007, the fractional ownership industry achieved record estimated sales volumes. A total of 1,98 Billion USD in sales is projected, up 20% over the sales in 2006.

Even in today's market, sales are around $ 1.34 billion, as published in the 2008 Northcourse report. The Fractional Ownership in the U.S.A has remained very stable despite the adverse market conditions caused by executions "Foreclosures". North Course Advisory Services has done extensive research. This research was published in the autumn of 2008. This study shows that Fractional Ownership sales were less affected than the sales of second homes and timeshares. (Source: HYPERLINK "http://northcourse.com/news/research-reports.php"2008 Report & 8th Annual Fractional Interest Report by Northcourse Advisory Services)

**EP: WHAT IS THE GUARANTEE FOR YOUR INVESTORS?**

**MS:** It is important for us to offer the maximum guarantee possible to our investors especially in today's market through a mortgage with the Aurora Group Resorts, additionally Aurora Group has also invested private equity towards the projects and offers additional guarantee to the foundation. The foundation also owns the shares of Aurora Group Capital inc. whereby all the investments for the American Fund will be placed. A regular progress report will also be given to our investors to reassure them of our goals and progress.

**EP: WHY IS AURORA GROUP INVESTING IN PORTUGAL?**

**MS:** Portugal is a very attractive country, especially the Algarve in the south of the country which has over 300 days of sun per annum and one of the best climate conditions in the world. Portugal is also attractive as it is only a short trip away by plane from central Europe.

**EP: WHY CHOOSE PORTUGAL AND NOT SPAIN?**

**MS:** I believe that Spain is a very attractive place, but I personally like the calm and attractive countryside, and the lower density of construction in Portugal, particularly the coastal regions of the country. The real estate economy in Portugal is stable whereas in Spain some areas are overdeveloped, reflecting the current instability in the market.

**EP: WHAT MAKES AURORA GROUP RESORTS DIFFERENT TO OTHER RESORTS?**

**MS:** Firstly, we are very critical about the location we plan our resorts in, as we only choose the top locations which is very important for us as well as our clients. Also, the design and interior decoration of the resort including attention to detail, plus the finishings, is important.

Secondly, our prime goal is to satisfy our customers, offer solutions that meet the client's wishes and needs, offering products and services which make the difference, always at incredibly good prices... thirdly, we offer our clients an opportunity to own a property in Portugal with luxury private facilities such as golf, yachts, health and beauty spa, Ferraris, amongst other top sport cars, VIP lounges to enjoy lives races or football matches, and to try to fulfill everyone's dreams and experiences for a very affordable price.

**EP: WHAT EXACTLY ARE PRIVATE RESIDENCE CLUBS?**

**MS:** Private Residence Clubs are Fractional Ownership top of the range clubs offering and providing outstanding value and convenience to their owners. Located at premier resort destinations, on prime sites, Private Residence Clubs feature exceptional architecture and interior design and provide the highest levels of facilities and service. This is not timeshare as you actually own the property and can sell it or place it in a fund like full ownership real estate.

This is very cost effective and also fully managed with no worries about managing the property. Most 2nd home owners normally only make use of their holiday home for a period of about one month but they have full costs. The Private Residence Club property is fully managed by a top quality German hotel group, Vila Joya, giving the best possible service to our clients such as concierge service, room service, maid services, health spa, active kids club, linked with the private VIP services that we offer. The Private Residence clubs have proven to be very successful with Hotel operators such as Four Seasons, the Ritz Carlton, and the Marriott.

**EP: WHAT SERVICES WILL AURORA GROUP RESORTS OFFER?**

**MS:** We will try to fulfill all kinds of client's needs. for this reason we offer a large and impressive range of facilities and activates such as; on site security, general reception & concierge services, catering & room service, discreet daily housekeeping,health & beauty Spa, health & fitness centre with state of the art gymnasium, exterior swimming pools, interior heated swimming pool, limousine service to and from the airport, 24 hour medical service assistance, special therapies, treatments, massage & detox programs, amongst many other facilities. We are focused on Golfers as we offer a wide range of golf courses throughout the Algarve as well as young families and we will have an active kids club which will include tennis, horseback riding, kid pools, golf lessons, karting lessons, games and much more. The greatest and most exiting facilities are the previously mentioned VIP clubs.

aurora GROUP FINANCE

WWW.AURORAGROUPFINANCE.COM
WWW.AURORAGROUP.PT
WWW.AURORARACINGTEAM.COM

**EP: WHAT IS YOUR ASSOCIATION WITH GESTIFUTE, JORGE MENDES AND CRISTIANO RONALDO?**

**MS:** We are honoured to work with Gestifute, which is the very reputable company owned by Jorge Mendes who is the manager of Cristiano Ronaldo, among many other celebrities. ■