

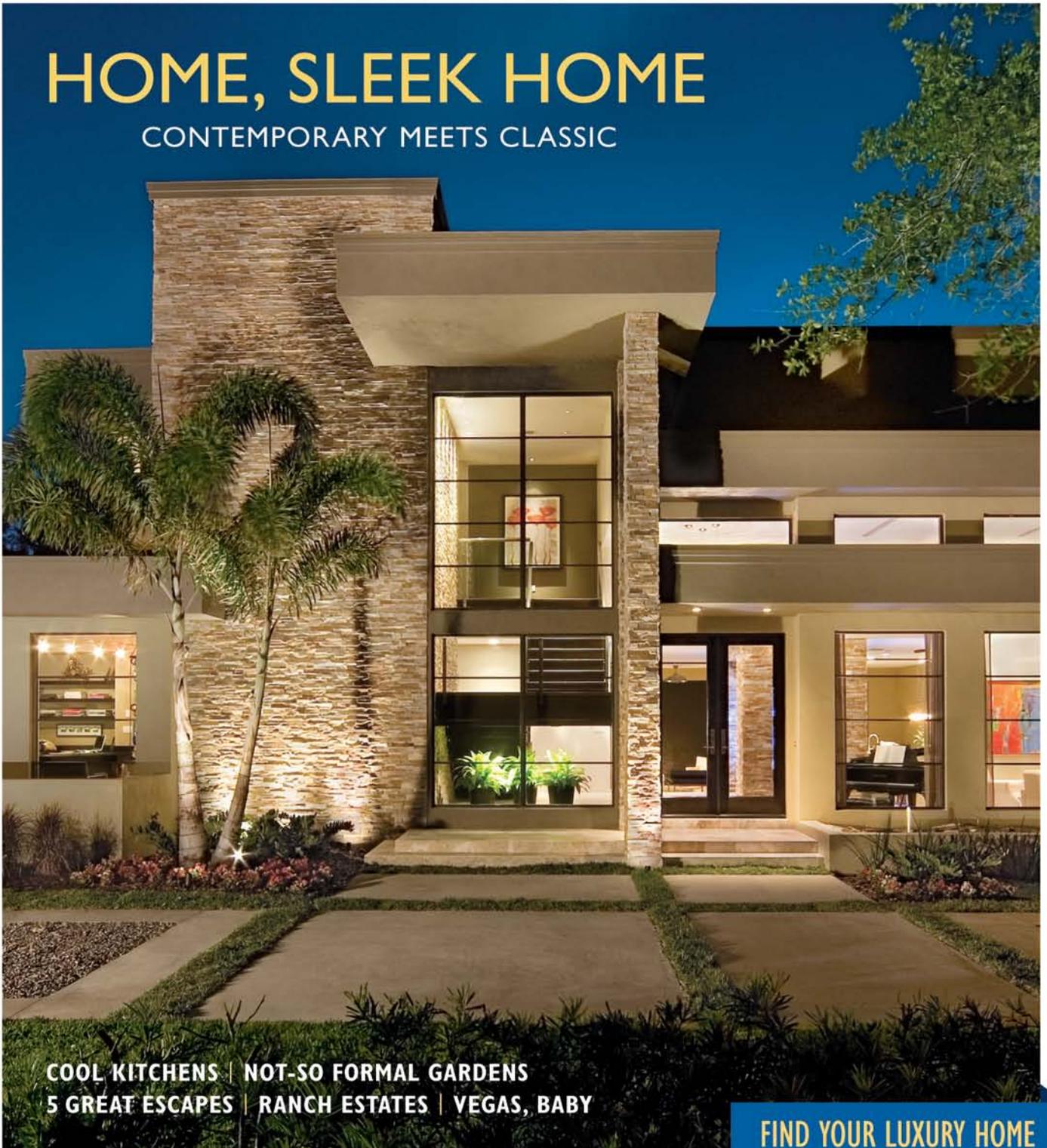
# EXCEPTIONAL PROPERTIES

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## HOME, SLEEK HOME

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## 3rd Home

STRETCHING THE VALUE OF  
A VACATION HOME.

**I**NTERESTED IN SPENDING A WEEK at a stately 6-bedroom home on Martha's Vineyard for less than \$75 a night? Or, for that same price, care to enjoy a holiday at a villa in the south of France or a Caribbean island bungalow?

It's easy enough, as long as you own a second home that meets the criteria of 3<sup>rd</sup> Home, a Nashville-based firm that lets members choose from a pool of more than 1,200 properties in 65 countries, with an average value about \$2.25 million. Unlike other home-exchange programs, members don't stay at each other's homes during the same time slot. Rather, they choose from a collection of homes that are available during their desired time.

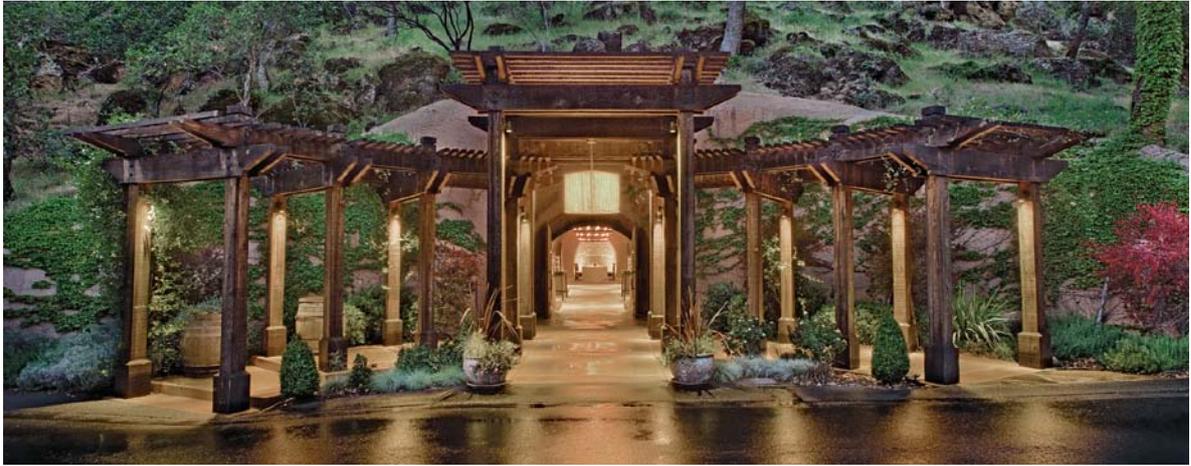
"Second homes are one of the most under-utilized assets that people have," says Wade Shealy, founder and chairman of 3<sup>rd</sup> Home, which launched in 2010. "In this economy, second-home owners are looking at new ways to get more value from both an enjoyment and investment perspective."

Prospective members must own a second home that is valued at a minimum of \$500,000 and located in a



Both pages: A 3rd Home residence at Trump International Hotel and Tower, New York City.





desirable vacation destination. It must also meet high standards for décor and amenities. Members are awarded a certain number of “keys,” based on the value of their homes and the length of time they are willing to offer their homes to other members. They can then trade the keys to use another member’s property. The only money that changes hands is a \$495 per week fee paid to 3<sup>rd</sup> Home for facilitating the exchange.

Based on the rapid growth of 3<sup>rd</sup> Home’s membership in just two years and an estimated 50,000,000 second-

home owners around the world, Shealy sees the 3<sup>rd</sup> Home business model as one that is destined to catch on.

“Ten years from now hardly anyone will buy a second home without associating themselves with a 3<sup>rd</sup> Home-type arrangement,” he says. “It’s simply a smart way to leverage the value of your second home.”

**PRICING:** A two-year membership is \$495. And there’s a \$495 fee for each guest week exchanged.

**INFORMATION:** Call 855.693.7346 or visit [www.3rdhome.com](http://www.3rdhome.com) —BOB MORRIS



Baan Tao Talay Villa, Koh Samui, Thailand.  
Above: The wine cellar at Calistoga Ranch  
in Calistoga, California.