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21 FAMILIES - 5 HOLIDAY HOMES

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# MEDIA KIT

SCANDINAVIAN DESIGNED, CREATED & TESTED

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## WHY IS 21-5 MAKING HEADLINES

Imagine owning five beautiful holiday homes across Europe - without the usual stress of maintenance and management. 21-5, the largest and original co-ownership company in the EU, has transformed the way families experience second home ownership. By bringing together 21 families to share five exclusive properties, 21-5 makes luxury holiday homeownership both accessible and hassle-free.

Founded by Anders and Laila, 21-5 was created with a clear vision: to bring families together, foster a strong sense of community, ensure transparent costs, and offer a fair and equal booking system so that everyone enjoys their homes equally. Love, family, and unforgettable experiences are at the heart of everything we do.



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## TAG LINES

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21 FAMILIES SHARING 5 UNIQUE HOLIDAY HOMES

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LARGEST CO-OWNERSHIP COMPANY IN THE EU

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THE ORIGINAL CO-OWNERSHIP COMPANY

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# KEY FACTS

FOUNDED: 2008

HEADQUARTERS: HØRSHOLM, DENMARK

FAMILIES SERVED: 1,300+

PROPERTIES PURCHASED: 300+

FUNDS INVESTED: €550 MILLION

HOLIDAYS BOOKED: 30,000+

ASSOCIATIONS ESTABLISHED: 65+

PRIMARY LOCATIONS: ITALY, FRANCE, SPAIN



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21-5

## ABOUT THE COMPANY

Founded in November 2008, 21-5 is a Danish company that is changing the way people own vacation homes. Our unique model allows 21 families to co-own five stunning holiday homes in sought-after European destinations - without the usual headaches of upkeep and management. We take care of everything from property selection and renovations to ongoing maintenance, so owners can focus on making memories.

## CONCEPT & SERVICES

21-5 creates owner associations where 21 families collectively own five luxury holiday homes. We handle all the details, making second home ownership effortless and enjoyable.

All properties are owned by their respective associations, each consisting of 21 owners. Costs are equally shared among owners with full transparency. So far, we have created over 65 associations, each with its own dedicated accounts, ensuring clear financial oversight.



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## HOW IT WORKS

### FINDING THE RIGHT PROPERTIES:

WE IDENTIFY AND PURCHASE HIGH-QUALITY HOMES IN TOP DESTINATIONS.

### RENOVATION & FURNISHING:

EACH HOME IS ELEVATED TO A LUXURY STANDARD.

### MANAGEMENT & MAINTENANCE:

WE TAKE CARE OF ALL THE LOGISTICS, FROM UPKEEP TO BOOKING.

### FAIR AND TRANSPARENT BOOKING SYSTEM:

DESIGNED TO ENSURE EQUAL AND FAIR USAGE FOR ALL OWNERS.

# ASSOCIATIONS

## LARGE PERFECT FOR COUPLES AND SMALL FAMILIES

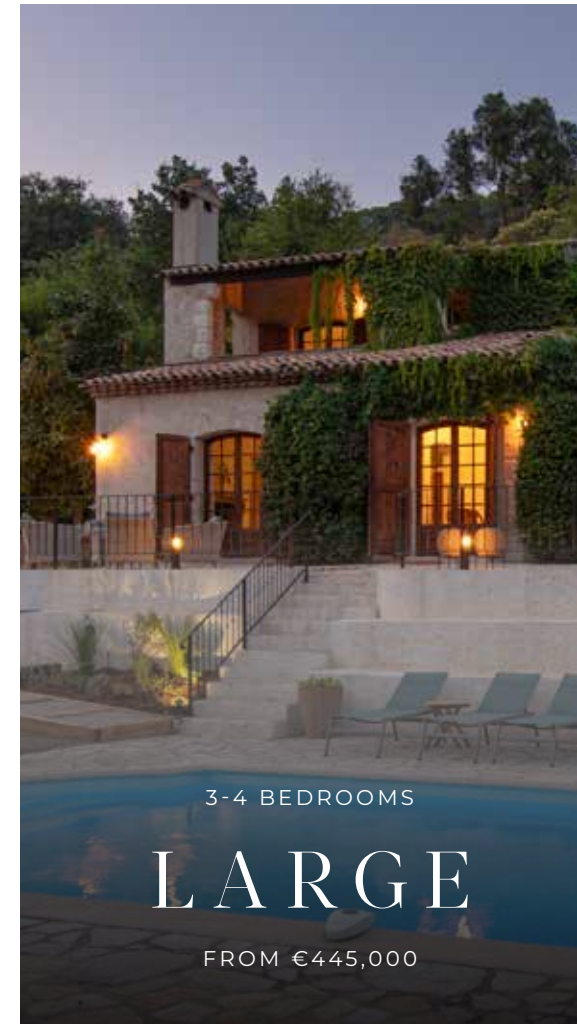
|                       |                                  |
|-----------------------|----------------------------------|
| PROPERTY COMPOSITION: | VILLAS & APARTMENTS              |
| TYPICAL HOME SIZE:    | 3-4 BEDROOMS                     |
| SHARE PRICE: FROM     | €445,000                         |
| ESTIMATED HOME VALUE: | APPROXIMATELY €1.8M PER PROPERTY |

## GRANDE DESIGNED FOR LARGER FAMILIES AND SOCIAL GATHERINGS

|                       |                                |
|-----------------------|--------------------------------|
| PROPERTY COMPOSITION: | 5 SPACIOUS VILLAS              |
| TYPICAL HOME SIZE:    | 4-5 BEDROOMS                   |
| SHARE PRICE:          | FROM €795,000                  |
| ESTIMATED HOME VALUE: | APPROXIMATELY €3M PER PROPERTY |

## BLACK THE ULTRA-PREMIUM EXPERIENCE

|                       |                                   |
|-----------------------|-----------------------------------|
| PROPERTY COMPOSITION: | EXCLUSIVE HIGH-END PROPERTIES     |
| SHARE PRICE:          | FROM €3.5M                        |
| ESTIMATED HOME VALUE: | APPROXIMATELY €8.5 M PER PROPERTY |



## PRODUCT LEVEL

21-5 offers three distinct ownership levels, each catering to different lifestyles, preferences, and budgets.

## THE FOUNDERS

The idea for 21-5 was founded in late 2008 by Laila and Anders, drawing on years of real estate experience in Denmark and abroad.



## MILESTONES & ACHIEVEMENTS

2008

THE IDEA WAS  
CONCEIVED

2010

THE COMPANY WAS  
OFFICIALLY FOUNDED

2011

THE FIRST ASSOCIATION  
WAS OFFERED

2012

THE FIRST  
FAMILIES JOINED

2015

OVER 300  
FAMILIES JOINED

2021

21-5 BLACK LAUNCHED  
FEATURING SHARE  
PRICES AT €3.5M

2024

OVER 250 PROPERTIES  
IN OPERATION

PRESENT

OVER 1,300 FAMILIES EN-  
JOYING LUXURY  
CO-OWNERSHIP



## F A Q

### WHAT IS 21-5?

21-5 IS A CO-OWNERSHIP COMPANY THAT ENABLES 21 FAMILIES TO JOINTLY OWN 5 LUXURY HOLIDAY HOMES IN TOP EUROPEAN LOCATIONS. WE TAKE CARE OF EVERYTHING - FROM ACQUISITION AND RENOVATIONS TO MAINTENANCE - SO OWNERS CAN ENJOY THEIR HOMES STRESS-FREE.

### HOW DOES CO-OWNERSHIP WORK?

EACH ASSOCIATION CONSISTS OF 21 FAMILIES WHO LEGALLY CO-OWN FIVE PROPERTIES. 21-5 MANAGES ALL ASPECTS, ENSURING A SMOOTH AND HASSLE-FREE EXPERIENCE.

### WHAT TYPES OF PROPERTIES ARE INCLUDED?

LUXURY HOMES PRIMARILY IN ITALY, FRANCE, AND SPAIN, CAREFULLY SELECTED FOR THEIR LOCATION, QUALITY, AND EXCLUSIVITY.

### WHAT IS INCLUDED IN THE MANAGEMENT SERVICES?

WE HANDLE MAINTENANCE, BOOKINGS, LOGISTICS, AND LEGAL MATTERS, SO OWNERS CAN SIMPLY ENJOY THEIR TIME AWAY.

### HOW DO I BOOK MY STAY IN A 21-5 HOME?

MEMBERS USE A CUSTOM-DESIGNED BOOKING SYSTEM THAT ENSURES FAIR AND EQUAL ACCESS TO ALL PROPERTIES THROUGHOUT THE YEAR.

### IS 21-5 AVAILABLE OUTSIDE OF EUROPE?

WE ARE FOCUSED ON EUROPE, BUT FAMILIES FROM OUTSIDE EUROPE ARE WELCOME TO JOIN.

### HOW DO I BECOME A MEMBER?

INTERESTED FAMILIES CAN JOIN ONE OF OUR INFORMATIONAL WEBINARS OR SCHEDULE A PRIVATE CONSULTATION WITH OUR TEAM.

# CONTACT



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## INTERVIEWS

Interviews with the founders and owners are available upon request. Please reach out for scheduling and further details.



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ROOM FOR LOVE



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