

Upper Crust

Can't get your work-life balance right? Pay for it, and drive around in a hot car while you're there.

Last year, an entrepreneur named Shane van den Barselaar realised he was so, so rich, and so, so lucky that he simply couldn't take it any more. So he embarked on an early mid-life crisis—at 35 years old—and splashed out on not one, but 15 marque cars. But he didn't stop there.

Seven power cruisers and jet skis later, Barselaar was formulating a plan: what if cash-rich, time-poor people like him rarely got a chance to reap the fruits of their labour? And so, Barselaar sold his soul to the mortgage devil and bought (that's right) not one, but eight luxury homes, scattered across New South Wales, and called his car, boat and house empire, 'Limited Edition': an on-demand luxury lifestyle.

"Limited Edition is Australia's most prestigious, exclusive and exciting members' only club that allows access to the ultimate in prestige and performance lifestyle via 'The Collection'," says a spokesperson for Limited Edition. The eastern Sydney-based club will invite to join only 300 people this year, and those lucky enough to be 'chosen' will be expected to pay either \$12 000 or \$18 000—for Gold or Platinum membership (Gold members pay an additional up-front joining fee of \$500)—offering different degrees of access to The Collection.


On offer are marque vehicles such as Ferrari, Bentley, Lamborghini, Porsche, Lotus and Aston Martin; a fleet of watercraft including power cruisers, sports boats, jet skis and sailboats; and a portfolio of fully-furnished, serviced holiday homes—some with "your very own butler".

Members pay for Collection items using a points scheme, and a different number of points is deducted depending on the facility used, and the day and time of year. For example, to cruise around in a Ferrari F430 Spider on a Sunday in Summer, would cost 72 points (Platinum members receive 1000 points for the year, but additional points may be purchased on top of this).

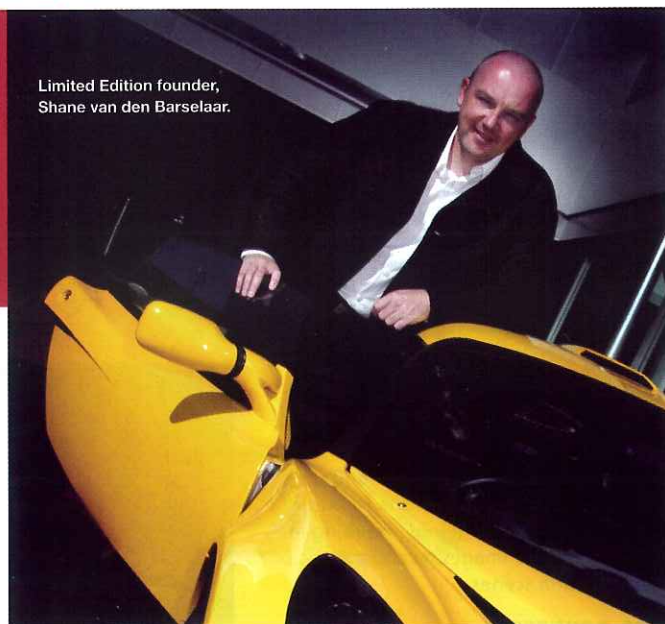
Besides the obvious joy of twittering away 20 grand per year on joyful excess, worthy candidates are advised to join because the average cost of purchasing just one of The Collection items is 2.5 times the annual Platinum membership fee. On top of this, when you take into account the cost of insuring, maintaining and storing these luxuries, Limited Edition proves a more profitable means to enjoy a prestigious and luxurious lifestyle.

In fact, the club has its own, self-professed philosophy: "To stop busy and financially astute people wasting money on luxury items such as cars, boats and holiday homes that they rarely have time to use."

The catch? There is approximately one Limited Edition Collection item per ten members, meaning bookings are essential, and members who choose to use the boating facilities will require a boat licence. But don't worry—if you can't find something that tickles your fancy among the 30-odd Collection items, you can enlist a new piece to the stable: members review and update The Collection quarterly, via a voting process.

If you're cashed-up and craving eminence, visit www.limitededition.com.au or phone 02 9908 8898. Plans are in motion to extend interstate and internationally. Sarah Falson 

Limited Edition founder, Shane van den Barselaar.



SAY NO MORE