

RESORT



Trades

Cada Resort; Cada Mes

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We're Heading South of The Border

In this issue:

Metodología de un Plan de Reservas

Ahora es el Tiempo de Pensar Sobre el Futuro

Obteniendo el Máximo Provecho de la Tecnología/Análisis de Data

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FROM THE PUBLISHER



Sharon Scott Wilson, RRP
Publisher Resort Trades

Books Across the Border!

We are thrilled to announce that our publication is now being mailed free-of-charge to almost every resort in Mexico, each month!

Resort Trades magazine and our eNewsletter, *Resort Trades Weekly*, has been delivered to resort professionals throughout the U.S. and Canada since 1987 with the sole purpose of being of service to resort industry professionals. We are now delighted to share valuable, unbiased and supportive information to professionals in Mexico, which we hope will be of benefit to them as they seek to provide their members and guests with perfect vacations. We will be assisted in this effort by Jesus Michael Martinez, who has been appointed Director of Latin America.

Each month, under Jesus' direction, *Resort Trades* will be including several articles written in Spanish. All articles – whether in English or Spanish – will be published on www.ResortTrades.com, with links to Google Translator. If you are a new reader, it is our hope that we will be welcomed into your professional life in the same way we have been cherished by our current subscribers for three decades!

We would like to say, "Bienvenidos to all our readers, new and old!" Please let us know how we can be of greater service to you. I know that Jesus (JMichael@TheTrades.com) would welcome the chance to connect with you and to learn more about how *Resort Trades* can fill your needs.

--Sharon Scott Wilson, RRP
Publisher, *Resort Trades* & *Resort Trades Weekly*

¡Libros a través del "Border!"

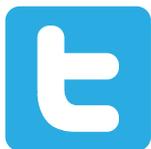
¡Nosotros estamos excitados en anunciar que nuestra publicación es ahora enviada todos los meses por correo gratis a casi todos los resorts en México!

La revista *Resort Trades* y nuestra eNewsletter, *Resort Trades Weekly*, ha sido enviada a profesionales en resorts desde 1987 en los Estados Unidos y Canadá con el solo propósito de ser un servicio a los profesionales en la industria de resorts. Nosotros ahora estamos encantados de compartir también esta información valiosa, imparcial y de apoyo con los profesionales en México. Esperamos que ésta información sea de beneficio cuando busquen la mejor forma de proporcionar unas perfectas vacaciones a sus miembros y huéspedes. Nosotros estaremos asistidos en este esfuerzo por Jesús Michael Martínez quien ha sido nombrado Director de Latino América

Cada mes, bajo la dirección de Jesús, *Resort Trades* incluirá varios artículos escritos en español. Todos los artículos ya sean en español o inglés serán publicados en www.ResortTrades.com con links a Google Translator. Nosotros esperamos, si usted es un nuevo lector, que nosotros seamos bienvenidos en su vida profesional de la misma manera que hemos sido apreciados por más de treinta años por nuestros corrientes subscriptores

Nos gustaría decir, "¡Bienvenidos a todos nuestros lectores, viejos y nuevos!" Por favor déjenos saber como pudiéramos ser de un gran servicio para usted. Yo sé que Jesús (JMichael@TheTrades.com) apreciaría la oportunidad de conectarse con usted y saber como *Resort Trades* pueda ayudarlo en lo que usted necesite.

--Sharon Scott Wilson, RRP
Publisher, *Resort Trades* & *Resort Trades Weekly*



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Resort Trades – the timeshare industry's only true news journal – provides relevant, timely news to assist resort developers, operators and management staff stay current and make better business decisions. The super tabloid print version is distributed twelve times annually to every resort in the U.S. and is supported by an interactive online news resource, ResortTrades.com. A digital version, plus a newsletter "Resort Nation", is emailed monthly to a subscriber-base of approximately 25,000 viewers including senior-level executives at development, management and timeshare-related travel companies. ResortTrades.com is typically rated in the top third of the first page by the major search engines when searching on timeshare industry related topics. Copyright© 2017 by Wilson Publications, LLC. All rights reserved. No part of this periodical may be reproduced without the written consent of Resort Trades. Resort Trades does not accept unsolicited freelance manuscripts, nor does it assume responsibility for their return. Resort Trades is published monthly, twelve times a year by Wilson Publications LLC, PO Box 1364, Crossville, TN 38557. PRINTED IN USA

METODOLOGÍA DE UN PLAN DE RESERVAS

FINANZAS

OPERACIÓN

Asegurando el futuro de nuestros desarrollos

Por: Lic. José Javier Mollo Pérez

¿Alguna vez te has cuestionado si estás utilizando las herramientas correctas para asegurar que el estado original o inclusive la mejora de la propiedad vacacional se mantenga durante la vida del proyecto?

¿Sabes en qué medida la reserva actual para gastos de capital que proviene de las cuotas de mantenimiento es adecuada y/o si ésta reserva esta sobreestimada y por lo tanto se pueden estar congelando recursos que podrían ser invertidos en mejoras que puedan percibir los clientes?

Independientemente de la modalidad legal bajo la cual se comercializa una propiedad vacacional, existe una herramienta poco utilizada en nuestro país, a diferencia de otros países como lo es en EUA (en donde inclusive es obligada en algunos estados), para ayudar a los administradores de las propiedades vacacionales y/o en su caso a las asociaciones de propietarios a asegurar que la propiedad y su funcionamiento se mantenga de acuerdo a la promesa de ventas que se le ofrece al cliente sin tener que recurrir a las cuotas extraordinarias, que ponen en riesgo y dificultan en gran manera el poder tener los recursos necesarios para el reemplazo y/o remodelación cuando realmente son necesarios.

Esta herramienta es conocida como un plan de gastos de capital a largo plazo ó comúnmente conocida como un estudio de reservas.

A diferencia de esquemas utilizados para algunas propiedades hoteleras, donde normalmente se destina un porcentaje de los ingresos a los gastos de capital; y en dado caso que dicho porcentaje no alcanzara en un año en particular pues se opta por posponer ciertos reemplazos a costa de la satisfacción de los clientes; en ocasiones simplemente se pide a los propietarios del inmueble una aportación adicional.

En una propiedad vacacional conviene estructurar un estudio de reservas que ayude a determinar un plan de creación de reservas, asegurando así que no sea necesario recurrir a solicitar cuotas extraordinarias. La integración

de un estudio de reservas se basa en una metodología bien definida por organizaciones como lo son la "Community Association Institute" (CAI), "Association of Professional Reserve Analysts" (APRA), "International Capital Budgeting Institute" (ICBI), que rigen la forma y estándares que se recomienda cumplir.

La materia prima del estudio consiste en la lista de componentes o activos normalmente agrupados por familias ó áreas que deben substituirse en el tiempo, con un estimado de la vida útil que normalmente es recomendada por el fabricante y un cálculo de la vida útil remanente, para considerar los años que dicho componente lleva de uso y finalmente la utilización del valor de reemplazo.

Con estos elementos y algunas premisas financieras, es posible establecer un calendario de erogaciones futuras como se presenta en el siguiente ejemplo:

SUBTIPO	FAMILIAS	2011	2012	2013	2014	2044	2045	2046
8	subestación	0	0	0	0	0	0	0
11	tableros eléctricos	0	0	0	0	0	0	0
12	sistema telefónico	85,567	0	0	99,991	474,814	0	0
13	radiocomunicación	0	0	0	0	0	49,353	0
14	ventilación	0	0	0	5,000	0	0	26,339
16	básculas	7,615	0	0	0	0	0	46,883
25	EQ. de seguridad	0	0	229,129	0	0	0	0
35	carros de camaristas	42,783	0	0	0	0	0	263,389
totales		1,346,000	123,789	5,231,990	104,990	927,820	2,874,290	4,002,100

Una vez que se tiene este calendario de erogaciones, se puede generar un plan de fondeo para dichos recursos, que se vería de la siguiente manera:

ESTATUS DE RESERVAS

PERIODO	SALDO INICIAL	CONTRIBUCIÓN ANUAL	INTERESES GANADOS	EROGACIÓN ANUAL	SALDO FINAL
2011	5,278,000	689,000	55,419	1,346,000	4,676,419
2012	4,676,419	723,450	49,102	123,789	5,325,182
2013	5,325,182	759,623	55,914	5,231,990	908,729
2014	908,729	797,604	9,542	104,990	1,610,884
2044	653,000	3,283,045	6,857	927,920	3,014,981
2045	3,014,981	3,447,197	31,657	2,874,290	3,619,545
2046	3,619,545	3,619,557	38,005	4,002,100	3,275,007

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El estudio es normalmente preparado por un especialista independiente a la administración, y su función consiste en determinar el grado actual en que dichas reservas y el plan de generación de las mismas, podrán hacer frente a los desembolsos futuros. El estudio también llega a ser de gran utilidad para aquellas propiedades que tienen constituido una asamblea de propietarios, ya que proporciona información para preparar los informes anuales.

Finalmente, puede ser de utilidad como un buen argumento de venta para nuevos prospectos interesados en esa propiedad, y en la forma como será mantenida a lo largo del tiempo.



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Ahora es el Tiempo de Pensar Sobre el Futuro

by Curtis Knipe

Una estación termina y otra comenzará pronto. Hubo éxitos , y quizás algunos fueron superados, pero cuánto bueno está usted haciendo y qué puede hacer usted mejor? Esta usted consiguiendo cada posible venta o hay espacio para mejoras. Yo tenía un vendedor que le gustaba decir "Hasta que usted no alcance un 100%, usted puede mejorar." Nosotros tenemos trabajo para "esa persona," pero la verdad es –que nosotros todos podemos mejorar y probablemente en varias áreas. Aquí hay una lista para ayudarlo a determinar en qué necesita enfocarse antes del comienzo de la próxima temporada.

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¿Está usted invirtiendo en su equipo de ventas? ¿Qué tipo de entrenamiento está usted proporcionando?

Si usted desea que los mejores vendedores continúen y que sus vendedores promedios mejoren, lo mejor que debe hacer es darles entrenamiento y la inspiración que ellos merecen y necesitan. Muchas compañías hoy están creando un departamento solo dedicado al entrenamiento para empleados de venta. Otras traen talento de afuera o compañías



que se especializan en entrenamiento en ventas de propiedades de tiempo compartido o en motivación. Pero si usted solo cuenta con personal existente con otras responsabilidades (gerentes de ventas/de clausuras/etc.) lo importante es proporcionar un programa de entrenamiento al equipo de ventas. En conclusión lo importante es proporcionar un programa de entrenamiento que siga un método aprobado con éxito y estar seguro que está dirigido y aprobado por todo el liderazgo del "piso." Como ellos

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dicen "hay muchos modos de pelar al gato." Sin embargo si usted desea crear compatibilidad y consistencia en todo, todo el mundo tiene que cantar del mismo libro de canciones/régimen de entrenamiento. Escoja un programa y siga con él. Insista que todo el mundo en el liderazgo lo siga. Entonces usted tendrá un estándar de comparación y atraerá de vuelta a los alejados. Sin un dedicado programa de entrenamiento lo que su equipo oír es "Esto es como yo lo hice..."

Su Tecnología

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nombrarlas todas aquí, pero hasta en los restaurantes y hoteles se están usando tablets para ordenar o registrarse. Algunas compañías de tiempo compartido están simplemente poniendo su existente material en forma digital, mientras otras "que saben" están capturando su gira de invitación en una tablet y transportando esa data a la computadora que genera las presentaciones de ventas y cuando hay una venta la información pasa directamente al proceso de producir el contrato —antes que usted diga que eso es un lujo que nosotros no podemos permitirnos considere esto:

- A. El paso através del proceso descrito completamente elimina el uso de papel y mantiene la información precisa y protegida —el mayor problema del papel es el riesgo de datos robados y equivocaciones que suceden cuando la representación de la información es repetida y repetida una y otra vez.
- B. Un agente usando una tablet puede mostrar

opciones de regalos y proporcionar un promedio menor de ausencias y más eficiencia en las ventas, más ellos incrementarán sus promedios de regalos/dépósitos.

C. Los representantes de venta que siguen una presentación de venta en las computadoras estarán más en la pista y asegurarán una más precisa descripción de beneficios y servicios. Algunos servicios hasta permiten que usted observe el progreso de los representantes "en vivo" para evaluar la presentación y evitar faltas en ellos y así poder asegurar un correcto cierre. Si alguna vez hubiera una discrepancia en lo que se explicó durante la presentación habrá una historia que puede mostrar cuanto tiempo fué empleado explicando beneficios específicos o regulaciones, ayudando así a disminuir las quejas, rescisiones y cancelaciones.

D. Teniendo así la información transferida directamente al proceso de contactos se ahorra tiempo y se disminuyen frustraciones en ventas nuevas.

Errores en escrituras están virtualmente eliminados. En adición, se da un sentimiento moderno a la presentación o gira de ventas si se usa un televisor de pantalla grande y monitores alrededor del centro de ventas para demostrar los mayores puntos de la demostración reiterando así los beneficios críticos y los servicios. También usando una tablet para llevar a su casa da más credibilidad a su producto. Hace unos pocos años la creencia era que el uso de la tecnología se prestaba a disminuir la credibilidad del producto, hoy es lo opuesto -no tener la tecnología daña la credibilidad. Virtualmente cada consumidor tiene un smartphone y/o una tablet. Realmente la pregunta es ¿Puede usted permitirse no tenerla?

Los Beneficios de su pProducto

Se ha su producto desarrollado durante los últimos años? Está usted vendiendo el mismo concepto, beneficios y servicios que usted siempre ha tenido? Un buen básico producto, ya sea basado en semanas fijas o puntos, es muy importante. Sin embargo, hoy en el consumo de multi-propiedades se demanda mucho más. Se han visto allá los otros productos y han oído lo que "otros" están haciendo.

Están ustedes escuchando? Hoy nosotros podemos añadir una variedad de beneficios diferentes que hacen nuestros productos más seductores y francamente de más valor. Muchos consideran un "club de turistas" la escoria de la industria, pero cuando se añade uno a una existente propiedad se vuelve una seria mejora para sus miembros. Otra alternativa es añadir beneficios que ya son parte de su propiedad

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I'm gonna spend every minute appreciating life!

April 8. To many this is just another day in the calendar. To me it marks the day that everything changed. It's the day I found out I had breast cancer. This is something that I thought would never happen to me because no one in my family had ever had breast cancer. As we digested the news, we felt shock, tears, anger and fear. Things moved quickly the waiting was unbearable. Frantically I remembered everything I heard from friends about battling breast cancer. I should have listened more closely! My husband and I met with the surgeon and came up with a game plan. We scheduled the surgery to remove what my surgeon thought was a small tumor in my left breast and would follow up with radiation. End of story! NOT, the lump was twice as big but surgery was successful and I felt good. The preliminary pathology report indicated that 17 of the 19 lymph nodes that were cancerous. Now I needed a PET scan, port placement and chemo. Fear moved in further and was not a welcome visitor!!

More tests revealed the cancer had spread to my bones. Another crushing blow. I couldn't take more any more bad news. On June 6, 2016 I started 16 rounds of chemo. I lost my hair, overall ill health and neuropathy set in. Next I had 40 radiation treatments on my breast and bones and last it attacked my thyroid. The hardest part for me throughout this journey has been fear and frustration of things out of my control. I now have to wear compression garments on my left arm. I'm completely dependent on others to help me get through each day. I try to keep a positive attitude about this but some days it is very overwhelming. After a year of being off work dealing with the financial challenges now, I am hoping to attend the SMOV Empowerment Vacation. Lord I need it!! I am ready to create my new normal & learn to live with cancer.



Send Me on Vacation's mission is "To Provide a much needed vacation to under served women with breast cancer who need a place to rejuvenate and heal their body, mind and spirit." The adverse effects of fighting cancer can leave women, their families and friends in shambles. We believe that an essential first step in surviving the effects of breast cancer is to provide survivors with a healing vacation to "take a break" from the fight. If interested in becoming a recipient, donor or sponsor please contact us at backuscathy@gmail.com www.sendmeonvacation.org



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Continued from page 9

Ahora es el Tiempo de Pensar Sobre el Futuro

tales como golfo o marina.

Ya sea incluir descuentos substanciales o incluir limitado acceso/uso a existente beneficios como parte de la propiedad. Algunas compañías están usando beneficios de "todo incluido" de entretenimiento o pasajes de avión, conociendo que cada potencial miembro usa o necesita esos conceptos.

Quizás simplemente creando un nivel de "VIP" sería suficiente para crear nuevas ventas o traer de vuelta a miembros que deseen más. Sus consumidores están

evolucionando. No se quede detrás.

Su Retención

Un modo de mejorar "la línea final" sin crear nuevas giras o presentaciones de ventas es mejorar su retención. Casi toda ciudad/estado/país tiene previsto legalmente un "periodo de enfriamiento" o periodo de recesión. Consecuentemente cada empresa pierde ventas aquí y allá. En nuestra industria el promedio de recesión es de más del 20%. Esto significa al menos una de cinco cancelación. Si usted puede reducir su promedio al 10% o 5%, los ahorros o las ganancias en las ventas serían dramáticas.

Una de las grandes razones que la gente cancela es por "el remordimiento de comprador" causado cuando alguien compra algo inesperado o no planeado. Un simple modo de superar "el remordimiento" es

atender y halagar a los nuevos miembros por un tiempo después de la venta. Usualmente esto no funciona bien usando simplemente vendedores. Por razones que no puedo explicar, frecuentemente los vendedores abandonan a los nuevos clients en lugar de mantenerse en contacto con ellos. Algunas compañías están creando un equipo de ante-recesión. Si el costo es un problema se puede usar el existente personal, tal como los gerentes de venta que no estaban directamente envueltos en la venta. Este concepto es basado en que después que una venta es finalizada una nueva "cara" es introducida como "El Equipo del Nuevo Miembro." Miembros del equipo le explicarán "al nuevo miembro" que ellos van a ser el contacto personal para todas las preguntas y necesidades que el nuevo miembro pudiera tener. Ellos le darán un directo número y dirección electrónica. Entonces, miembros del equipo atentamente chequeran frecuentemente con el nuevo cliente por un periodo de tiempo, probablemente hasta el tiempo del primer pago. Durante el período de recesión, miembros del equipo están especialmente atentos al nuevo miembro, estando en contacto y tratando de "coger" una cancelación en progreso antes que la "carta se escriba." Un buen servicio es un buen modo de tener al nuevo miembro feliz usando el programa, dando desde el principio un gran sentido de valor.

Su Exito

Preparación es parte de la fundación de éxito. Invierta en su equipo y su producto aumentará las

ventas o continuará el éxito que actualmente tiene. Nuestra industria está cambiando y nosotros debemos prepararnos para estar al día si nosotros queremos alcanzar el último objetivo –"cerrar con el 100% de las giras de venta."

Curtis Knipe celebrates his ten year anniversary at El Cid Vacations Club, where he is Vice President of Sales and Marketing. El Cid is a Mexican timeshare development company with locations in Mazatlan, Cozumel and The Riviera Maya

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Housekeeping Olympics at Grand Pacific Resorts: Going for the Gold

Associates from Grand Pacific Resorts' Southern California family of resorts compete in the 2016 Housekeeping Olympics, held at Grand Pacific Palisades in Carlsbad, Calif.

by Marge Lennon

Could you fold a towel into the shape of a dinosaur? How about a sea turtle or a crab?



Housekeepers throughout the family of Southern California properties of Grand Pacific Resorts certainly can. At press time, they were hard at work training for the 7th Annual Housekeeping Olympics in September 2017. They would be judged not only on who can create the best towel origami, but other skills like the fastest bed maker.



It's one of the most highly anticipated events of the year for Grand Pacific Resorts – not only for the housekeepers who first had to compete at their resort to earn a spot at the Housekeeping Olympics, but for everyone in the company who can't wait to see which resort takes home the gold (and, of course, bragging rights for an entire year).

"Housekeeping Olympics was pioneered at Grand Pacific Resorts about seven years ago to show deep appreciation for the tireless efforts provided by the housekeeping teams," explained Amanda Montijo, General Manager of the Coronado Beach Resort in Coronado, California, "While our company celebrates their housekeepers throughout the year, once a year we go all out and culminate our appreciation with this event. This lets housekeepers know that management recognizes and appreciates their work." Amanda has been the event coordinator for five years.

Preparation for the event begins several months in advance by following a detailed Standard Operating Procedure document, fine-tuned each year. The Olympics Committee selects various leaders with responsibility for organizing food and entertainment, marketing and communications, decorating and event activities. A special PowerPoint presentation is created to explain each of the events and how they will be judged.



Every participant competes with deep passion and team spirit. Olympic segments include: Bed Making, Fastest Folder, Towel Origami and Trash Basket. There are three rounds for each high-energy competition, a Master of Ceremony, impartial judges, party food and considerable whooping and hollering from the audience. The company's top executives introduce the teams—stressing the importance of all housekeepers and their roles in helping provide vacations for 50,000 families each year.

"The competition is fierce, but always fun and full of laughter," added Alexandra Rosa, who was an Executive Administrative Assistant for Carlsbad Inn Beach Resort in Carlsbad, California, and was rooting on her team last year.

"There's always a great spark in the air," she recalls. "I brought noise makers for everyone, but I guess they were not loud enough," Rosa said with a laugh. "My team showed up with a bunch of pots and pans and we became the team spirit you could not ignore."

Weeks of work goes in to prepping for the towel origami competition, which is the highlight of the Housekeeping Olympics. At Coronado Beach Resort, for example, the team was highly focused prior to the event on strategizing and perfecting their craft. And in case you're wondering – towel origami is much harder than you think. It involves creatively combining things like rubber bands, googly eyes and other ingredients.

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“The teams strive to introduce something unique that no one has ever seen before,” said Carlos Carranza, Facilities Manager at Coronado Beach Resort. “They’re thinking that the element of surprise is key – it’s all about the creativity.”

The Housekeeping Olympics torch has been burning bright at Grand Pacific Resorts since



2010. The objective is to acknowledge the contributions and skills that housekeepers make at each resort as they build camaraderie and show off their skills.

“It’s a huge morale booster,” said Carranza. “We are a small resort in Coronado, with a small housekeeping staff. When they go to the Housekeeping Olympics and see associates from the other resorts, they realize they’re not alone – there’s an entire industry out there that does the same work they do. And they talk about it for weeks afterwards.”

“This small investment of time and energy results in extremely high engagement from all of our housekeeping participants and shows the serious pride they have in their profession and resort,” said Nigel Lobo, COO of Grand Pacific Resorts. “It’s also a lot of fun.”

The ‘main event’ is held in the Grand Ballroom at Grand Pacific Palisades Resort in Carlsbad. Hundreds of Grand Pacific Resorts associates turn out for the competition – either as participants or those cheering them on. A Mariachi band is often engaged and each team has purchased customized tee-shirts, head bands, event decorations cow bells, whistles, or other noise-making devices used to cheer on their team.

After the four competitions are completed, the judges determine and first, second and third place winners and invite them to stand on tiered

levels to receive their bronze, silver or gold metal – just like the actual the Olympics – and then real celebrations begins.

Nigel Lobo and David Brown, Co-President of Grand Pacific Resorts, experienced what it’s like to be a housekeeper. Last year they dressed as room attendants and spent a full day at a resort cleaning ten condos in the sweltering heat of summer -- on the busiest check-in day, no less.

“Our housekeepers loved seeing us clean the bathrooms and make beds,” Brown said. “And they poked fun at us, in a nice way, as we worked with them side by side. We were proud to work with them. Now in its seventh year, we will continue to celebrate our housekeepers by reinforcing our respect for their hard work with our annual Housekeeping Olympics. Let the games begin!”



Marge Lennon has been a publicist and writer for the timeshare industry for over three decades. Her byline appears frequently in industry publications. She most enjoys writing articles that are “interview driven” and writing ARDA award nominations, with an impressive track record of wins over the years.

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Welk Resorts Inspires Fun

by Sharon Scott Wilson, RRP

Reprinted with permission from the November 2016 issue of the Colebrook Chronicle.



When the team at Welk Resorts wanted to create an exciting way to engage visitors at their Escondido location, they found themselves moved to create INSPIRED FOR YOU. "We wanted to go beyond the typical resort's swimming pool and conventional workout room. Instead, we created a venue designed to provide unique experiences and to push the limits of outrageous fun," Welk's Chief Fun Officer (CFO) Patrick Dolan explains. "One of our overarching principles is that we want to be different."

Mission accomplished: Welk's pursuit of exclusivity has resulted in an activity center that is an inspirational juxtaposition of form-meets-function. Housed in breathtaking high-end luxury, guests find the best of the best, from first-class workout equipment to a yoga room, spin room, sauna, steam rooms and hot tub. "When you enter the building, even the interior design will inspire you with the beauty of the tile work, the luxurious chandeliers," says Dolan. "There's the adult-only pool surrounded by flat screen TVs. You can relax in a cabana or jump into one of our fitness classes."

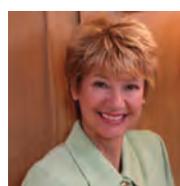
He describes a laundry list of entertainments including a sand volleyball court, a full-sized basketball court, giant checkers, shuffleboard, an amphitheater and horseshoes, designed for every age group. "Typically at resorts, you'll see the little ones enjoying the pool, but at INSPIRED FOR YOU, you find parents hanging out with teens and

older children, too," he says. "Sure, we have the pools, waterfalls and splash pads. But here, you have teens and their parents interacting as a family. Dad's teaching how to play giant checkers or maybe the family is joining in the fun of Monday night football where we have halftime games and contests."

Dolan says that other resorts might have a few of these features, "but having it all brings a 'wow factor.'" Indeed, 'wow' is the typical first reaction, he says. "The challenge is choosing where to start. There are 35 fitness classes per week including everything from jiu-jitsu and tai chi to chi gung. The menu of classes can be changed by the season or by the day. For example, winter guests might choose to enjoy restorative flow yoga while seeking something of higher intensity in the summer like climbing the rock wall."

Most importantly, Welk strives to preserve an element of fun. "A lot of gyms are just work; ours is luxury, mixed with a sense of play. You want to hang out." As for Welk Resorts timeshare owners, the response has been purely positive. "We see owners making a real change in their lives," says Dolan. "Even for people who haven't worked out, previously. All of a sudden they hop on a treadmill."

Note: Colebrook has provided financing for the Welk projects since 2009.



Sharon Wilson is publisher/managing editor of Resort Trades and CEO of PR/marketing firm SharonINK. Scott is an American Resort Development Association (ARDA) registered resort professional (RRP), the senior representative for The Trades as ARDA's Resort Operations Council's Sole Media Partner and is an ARDA Chairman's League member.

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"Everyone in the resort industry knows and respects Sharon. She has it all – connections, integrity, brains and a sense of humor!"

--James R. Danz, RRP, Timeshare Marketing Professional

"We have been very pleased with Sharon's writing capability. She's a great communicator."

--T.L. Spencer, CEO and COB, and Wes Spencer, Timeshare Sales & Marketing Professionals



"When Sharon first started work as an ARDA staff person, we were impressed by her dedication, enthusiasm and zeal for building closer relationships between the association and its members..."

--Stephany A. Madsen, RRP, Senior Vice President - Special Projects, Retired, American Resort Development Association (ARDA)



To learn more, call Sharon at
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Timeshare Resorts

Industry Leaders Ad

by Judy Kenninger, RRP

What keep those of us in the shared ownership industry up at night? From resales to future growth, Resort Trades has asked industry experts to respond to some of our top concerns. Here's what they had to say.

Question One: "Will the timeshare industry ever make its way through the resale quagmire?"

Responding is Doug Milbrath, chief marketing officer for Bay Tree Solutions. Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners who want to sell their vacation ownership interests, particularly interests at resorts still in active developer sales.

Milbrath said, "I'm very optimistic. The resort developers have seen what happens in the absence of an organized resale market, which has tended to take the form of rogue players. First it was timeshare relief, and now it's taking the form of 'get out of your mortgage companies.' So, I think developers are starting to see that doing nothing has created its own set of problems. It might be worth looking into a reputable third-party company like ours so that there's less negative content on the Internet.

"Timeshare is unique in that there's really no difference in a used timeshare and new timeshare interval. Our approach is to only handle resales at better resort properties and avoiding legacy properties that are clearly poorly maintained. A major reason for this is that timeshare is not a product that 'sells itself.' Developers spend a fortune to bring families to their resorts, where skilled salespeople show them the property and explain its features and benefits. This process creates the desire on the part of consumers to buy a timeshare, and many will buy right then and there. However, many others will leave without buying, but still have a serious interest in doing so -- these people make up the bulk of resale buyers.

The advantage of our approach is that we are committed to upholding the reputation and positive aspects of the vacation ownership concept.



Doug Milbrath

That's a major part of our business philosophy. We are an ARDA member and refer buyers to VacationBetter.org to get more information about the industry. We try to keep the prices high, not as high as what developers are charging, but still more than many other resale sites. We set ourselves apart by offering financing and buyer protection plans to consumers, which enables the purchase and also creates peace of mind. When developers refer their owners who want to sell to reputable companies like ours, everyone benefits.

Question Two: "Will the shared ownership industry look completely different in 10 years?"

Taking this question is Michael Flaskey, chief executive officer of Diamond Resorts International. Diamond Resorts International manages vacation ownership resorts and sells vacation ownership points that provide members, owners and guests Vacations for Life at over 420 managed and affiliated properties and cruise itineraries.

Flaskey said, "The industry has been changing for some time now, as we work to reach the buyers of tomorrow, and we must continue to adapt. At Diamond Resorts International, we are leading that change with innovative marketing initiatives and by placing a focus on experiential vacations. Our product is timeshare, and that will always remain the same, but the way we deliver vacations and how our members experience them is evolving. We are rethinking the entire vacation process to meet the next generation's desires and travel habits, while also not forgetting about the needs of our current members. We're offering shorter stays, discounts on last-minute bookings, access to exclusive events and immersive, pre-planned adventures.

A few years ago, Diamond Resorts launched Events of a Lifetime, an experiential vacation program that provides members and owners the opportunity to attend sports games, private dinners and intimate concerts with world-class celebrities. It is an extremely popular program,



Michael Flaskey



as it offers a different type of timeshare vacation and has grown immensely. By the end of this year alone, we will have delivered more than 3,000 unique event experiences to our members and owners. That is incredible, and our teams are constantly searching for new offerings that appeal to all generations, so we can continue expanding the program.

We've also added new Celebrity Ambassadors, including country music artists Cole Swindell and Lee Brice, to perform private concerts for our members and owners. These guys are major stars and they always take the time to personally greet our members, shake hands and take photographs with them. After one of Lee Brice's performances in Orlando, an owner raved to our team members that the concert was hands-down the best vacation experience she has ever had with Diamond Resorts. She is a major Lee Brice fan and we helped her fulfill her dreams of meeting him. That type of experience didn't exist in the industry a decade ago, and I am excited to see what it will look like ten years from now. At Diamond Resorts, we are pushing the envelope to evolve and tailor our product to the next generation of travelers, while also continuing to consider our current members and the traditions they cherish. It requires a lot of innovative thinking and top-talent, but I am proud of how far we have come, and can't wait to see what vacation ideas our teams come up with next."

Question Three: "Will class action lawsuits continue to be an issue for our industry?"

The source for this answer is Sandra "Sam" Yartin DePoy, senior vice president, Federal & Regulatory Affairs, for the American Resort Development Association. In this role, she works to

THE big QUESTIONS

Address Top Concerns



advance ARDA's legislative agenda on Capitol Hill and in the Executive Branch, closely monitoring regulatory activities by working with the Federal Trade Commission, Federal Communications Commission, Federal Election Commission, as well as the Department of Housing and Urban Development.

DePoy said, "Due to the nature of our industry, shared ownership developers and resorts are subject to a multitude of regulations, from requirements of the Americans with Disabilities Act when guests visit our properties, to real estate lending and other requirements at the sales table, to the Fair Debt Collection Practices Act when it's time to collect payments for mortgages and maintenance fees.



Sandra "Sam" Yartin DePoy

What all these regulations have in common is the ability for attorneys to seize on non-material lapses when they occur. For example, the ADA is being undermined by a growing 'cottage industry' made up of attorneys and plaintiffs who file lawsuits against business and property owners over alleged violations. The number of these lawsuits has more than doubled in recent years, from about 3,000 in 2013 to nearly 7,000 in 2016. The current system creates confusion amongst business and property owners who reasonably believed their property was ADA compliant – typically based on assurances by state and local inspectors. Oftentimes, business owners find it is less expensive to settle the suits than to defend them, even if the property owner is compliant.

That's why ARDA is supporting HB 620, the ADA Education and Reform Act of 2017, which will require that business owners have time to fix what is allegedly broken before being subjected to abusive lawsuits. Under the legislation, once a business is served with an ADA complaint, it would have 60 days to respond and 120 days to remedy the issue before a potential plaintiff could file suit. This legislation has been approved by the House Judiciary Committee and currently has 90 co-sponsors. ARDA members are urged to write their congressional representatives to ask them to support this important measure.

Similar activities have occurred for minor violations of the Fair Debt Collection Practices Act and other regulations. My advice to all developers and associations is to strictly abide by all applicable laws and regulations, while remedying any inadvertent violations immediately. Unfortunately, these types of lawsuits have become a fact of life, so it behooves us to seek competent legal counsel and follow their advice diligently."

Question Four: Are the shared ownership industry's best days Behind It?

The answer to this question comes from Don L. Harrill, chief executive officer of Holiday Inn Club Vacations. A leading brand with 26 resorts, HGVC recorded net revenues of \$706 million in 2016.

Harrill responded, "I truly believe some of the best days are ahead for vacation ownership. The industry continues to show solid growth, led by the major brands. What we're seeing right now is consolidation at greater levels than past years, which I believe is good for the industry.

The major brands have demonstrated a long commitment to maintaining the quality of their brand standards and keeping a keen eye on the wishes of their customers. They continue to elevate the quality of their products by offering more flexibility and adding new, desirable locations with additional amenities to their portfolios. This has led the vacation ownership industry to be more consumer-friendly and open than it has ever been.

Today, top industry players also are no longer fighting over the same narrow demographic groups and traditional vacation ownership destinations to attract customers. Many are making a concerted effort to reach out to new consumer segments. This has shown dividends over the past few years as younger customers are beginning to embrace vacation ownership in greater numbers. It is also helping reverse the industry

trend to sell more product to existing customers than new ones that grew out of lingering effects of the most recent major economic downturn. Alongside this, companies are offering new product options, such as luxury products that appeal to empty nesters, to accommodate the shifting tastes and lifestyle needs of their current owners.

Vacation ownership consumers are demanding new experiences outside the traditional vacation ownership markets we all know, such as Orlando, Myrtle Beach, Las Vegas, etc. Some of it is due to emerging demographics that are bringing younger consumers into the industry with differing vacation tastes. However, you can also point to owners who are increasingly taking advantage of greater product flexibility to seek out fresh experiences. Both trends are helping fuel network growth in emerging markets, another indicator of industry health.

Additionally, well-established vacation ownership companies are committed to this business for the long haul and to the overall reputation of the industry. So they have a vested interest in maintaining their brand reputations and the resorts they represent. This includes ensuring HOAs are financially structured to properly care for the product through time, which helps ensure owners continue to enjoy quality vacation products for years to come."



Don L. Harrill



Judy Kenninger is principal of Kenninger Communication and has been covering the vacation real estate industry for nearly two decades.

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Top Team Members

Meet the People Who Make the Resort Industry Great!

by Marge Lennon

Ada Soriano-Grzywna Senior Vice-President Resort Operations Bluegreen Corporation



As Senior Vice President of Resort Operations for Bluegreen Vacations, Ada Soriano-Grzywna has a big job ... a REALLY big job. She is responsible for the operation of Bluegreen's collection of 66 resorts – including 42 Club Resorts and 24 Club Associate Resorts in the U.S. and Bahamas. Her team includes over 2,200 associates for resort operations, an additional 600 housekeeping vendor associates, and about 200 professionals who provide security services through a third-party vendor.

“My main objective,” Ada says, “is to ensure that we create unique vacation experiences for our guests, offer a product that meets and exceeds the expectations of every vacationer, and have a team of the finest hospitality professionals available in the market to support the current and future needs of our business. I have been very fortunate to have had great mentors throughout my career. Working with the best in the industry, such as our newly appointed COO, Dave Pontius, with over 30 years’ experience, has helped me soar. I have devoted my career to making the most out of every opportunity and have leveraged my experience, business acumen and work ethic to create successful teams. I approach my role as a great responsibility and an opportunity to open doors for other Hispanic females and minorities who might share the same goals. I truly love making a difference in the lives of guests and associates. The hospitality industry provides a blank canvas, allowing us a great deal of creativity and opportunity to make a difference in people’s lives through the power of a great vacation. The instant gratification you receive when you put a smile on someone’s face is not only energizing, but priceless.”

Ada’s greatest challenge is to continue creating programs and an environment that will allow Bluegreen to attract, grow and retain a best in class team of hospitality professionals. She has been a CPA, has a CAM license, and was an ARDA silver award winner several years ago. Ada has a business degree from Universidad Del Sagrado Corazon in Puerto Rico and has lived in the U.S. for 28 years. Ada and her husband, Greg, are the proud parents of Gregory and Lauren.

Her career in hospitality, started as a controller for an independent resort in Miami Beach; she quickly rose to the role of GM and remained there for eight years. This led to ten-years with Hilton Grand Vacations, guiding operations for many of the company’s Florida properties. Ada spent six years at Wyndham Vacation Ownership as a Regional VP, prior to joining Bluegreen four years ago. Because of her senior positions in several leading companies, Ada is proud of being able to impact the career of many former staffers who have moved into leadership positions across the industry.

According to David Pontius, Chief Operating Officer of Bluegreen Vacations Corporation, “Ada is a very rare combination of hands-on leadership and meticulous process, a rarity in the hospitality industry. She has an innate business acumen, surrounded by a compassionate heart as big as they come. When she sets her mind to something, she is an absolute force! We at Bluegreen Vacations are very fortunate to have her as a leader on our team.”

Her 28 years in leadership positions within the timeshare industry surely helped prepare her for her most recent impressive



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accomplishment. Between September and November of 2017, Ada spearheaded Bluegreen’s massive efforts to aide people in Puerto Rico who were impacted by Hurricane Irma. Ada appealed to Bluegreen associates who banded together to organize an unprecedented relief effort. An Amazon Wish List was created with most-needed items and emergency supplies. Almost like magic, mountains of donations began to arrive. A team of over 100 Bluegreen associates volunteered to organize the donations and create care packages that were delivered directly to the people of Puerto Rico.

“Early in this process we established a joint-venture with MasterCorp, our housekeeping vendor partner,” said Ada. “They

donated their corporate plane, making 15 trips to the island loaded with donations from our team and theirs.”

Due to the success of this effort, Bluegreen and MasterCorp contracted with a commercial cargo service and ultimately delivered 18 pallets of “care packages” to people in need in early October. They also sent a Bluegreen team to Puerto Rico and worked in close partnership with the local government to take their help directly to the people.

“Everyone within Bluegreen is proud of the participation and genuine kindness of our people. With several associates around the country with family members in Puerto Rico, we were actually able to bring immediate relief to these families and put our associates’ minds at ease. It was such a rewarding experience for everyone involved,” said Ada.

Congratulations to Ada and the Bluegreen employees for their amazing team efforts in seeing the immediate need and coordinating company-wide efforts to truly make a difference in many lives in Puerto Rico!

The Pioneer Series

A Resort Trades Salute

Edwin H. "Ed" McMullen, Sr. RRP -

The Timeshare Pioneers series for Resort Trades was created to chronicle and honor the involvement of a handful of true pioneers whose early contributions and entrepreneurial spirit paved the way for today's nearly \$10 billion a year timeshare industry.

Long recognized as one of the timeshare industry's most prolific visionaries and energetic entrepreneurs, Edwin H. (Ed) McMullen, Sr. has been a leading force in the foundation and growth of the industry. In 1977 (some 40 years ago), the timesharing industry was a mere blip on the real estate horizon. You could count the number of timeshare resorts on your fingers and toes when Ed and his partner Robert (Bob) Miller were introduced to the concept through their banking relationship with Keith Trowbridge and his company, Captran Resorts, and soon thereafter to Bob Taylor and Allen Ten Broek of the Mariner Group, all of whom had launched their first timeshare entries into the business with Florida resorts on Sanibel and Captiva Islands.

Ed and Bob were intrigued by the timesharing concept and spent the year researching it. They created a vision to build a system of purpose-built resorts using the timesharing concept in several major vacation areas throughout the U.S. Based on the best locations from their research, Sea Pines Plantation on Hilton Head Island was selected for their first resort.

It's important to understand that vacation products at that time were focused primarily on resort hotels and standard hotel rooms – long before any organized systems of vacation homes. There was little attention given to growing families of the Baby Boomer generation and their desire for a new type of vacation product. The concept of a well-designed and furnished vacation home (condominium) with a full kitchen, multiple bedrooms and baths that could be purchased and financed over time – as well as exchanged for other locations – was a perfect competitive product for the resort hotels ... and suddenly a new industry was born.

Reminisced Ed, "Timesharing was in its infancy. We were traveling into unknown territory and taking major financial risks along the way. In the early days, everyone knew each other



and we shared information and helped each other – not as competitors but as colleagues."

Today's ARDA was then ALDA (American Land Development Assoc.) headed by Gary Terry and joined by legal visionaries Stuart Bloc and Bill Ingersoll. Between them they guided the industry through its organizational years, focusing on legal and regulatory foundations that were essential if it were to become a national industry.

On the developer and exchange side of the business several others who deserve the "Pioneer" label include Jon and Christel DeHaan founders of RCI; Mario Rodriguez, Tom Davis and Craig Nash, founders of Interval International; Bob Burns with Vacation International and George Donovan of Fairfield (later Bluegreen Resorts). All of them sealed their place in timeshare history. Each of these true entrepreneurs and visionaries has left their own unique imprint on the industry they helped build. Many of their early ideas and concepts are deeply woven into the tapestry of today's vacation ownership programs.

American Resorts developed four successful resorts at Sea Pines, including the nationally recognized and awarded Monarch Resort, which got the attention of the Marriott Corporation. Marriott purchased American Resorts in 1984, bringing the first international hospitality company into the timesharing industry as they formed Marriott Ownership Resorts (MORI) now Marriott Vacations Worldwide, and spurring the growth of the entire industry. "Without Marriott having taken the first step to get into timesharing" said Ed's former partner Bob Miller, "the timeshare industry would be very different today."

At MORI, Ed was responsible for strategic planning, product development, and marketing and sales from 1984 to 1990, when he completed his contract with Marriott. With boundless energy, his next venture was launched in 1991 with the Mariner Group and the formation of Grand Vacations Company. Hilton Hotels joined the new company in 1992 and Hilton Grand Vacations (HGVC) – Ed's second hospitality-branded timeshare company – was born.

Ed sold his interest in HGVC to Hilton in 1998. By this time, vacation ownership was the rising star on the vacation horizon and Ed had played a significant role in making this happen.

In 1997, Ed and his sons Ed McMullen, Jr. and Malcolm McMullen entered into a joint venture relationship with the Shell Group in Northbrook, IL, ultimately leading to the points-based Shell Vacations Club. The McMullen's sold their ownership interest back to the founders of Shell Vacations in 2003. (Shell Vacations Club was later sold to Wyndham Vacation Ownership, making it the third nationally branded company Ed initially helped develop.)

Operating as a family partnership through a variety of special purpose legal entities more generally described today as McMullen Development (www.mcmullendev.com) Ed has worked with his sons in numerous projects in mixed-use resorts, fractional shares, and retirement communities.

Those efforts have included partnerships with The Ginn Companies, with the Legendary Company and the development of Emerald Grand in Destin, Florida, as well as the development of Wisdom Ventures, a retirement-based product.

Along his 40-year timeshare journey, Ed was named Timeshare Professional of the year in 1984, served as ARDA Chairman from 1997-1999, and was a Founding Director and Vice President of the ARDA International Research Foundation. Among his numerous national and international awards is ARDA's coveted Lifetime Achievement Award, the association's highest recognition, in honor of his distinguished career. He has also been active in the American Hotel and Lodging Association, the Urban Land Institute and has served as an officer in its Resort Development Council and its International Resort Committee.

When asked to share what drives him to remain professionally active at the "seasoned" age of 81 he responded, "If you truly love what you do, it's not work. It helps to have a zest for life and to wake up each day with a purpose. This motivates me to continue a full work schedule with absolutely no plans to retire. To me, a perpetual holiday without a purpose is the perfect definition of Hell. I must have a mission and an overriding purpose. I am extremely lucky to have had a career I love, always with a passionate business pursuit of some kind and with good health and partners and family that puts up with me to make it all work. I have also been fortunate to have had the privilege to work with my sons Ed, Jr. and Malcolm. They have both been good balances for our business interest. Ed is focused on the development, marketing and sales side of the business and Malcolm is trained in accounting, finance, and technology, having served with Ernst and

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Young as a CPA, and as our CFO for over 18 years.”

As to the industry’s future, Ed was quick to respond: “No one has a crystal ball or an absolute vision of tomorrow. I prefer to focus on change ... anticipating and working with it. I believe industry consolidation will continue, but the emergence of new vacation home rental markets offered by AirB&B, VRBO, and HomeAway has resulted in a major impact on our industry and has opened the doors to millions of private homes, hotel suite products and new rental options.”

He adds, “In addition, the efficiency of the internet and visibility of discounted rental rates on

all inventory types including timeshare resorts is keeping pressure on the value proposition for timeshare sales organizations has changed the fundamental dynamics for the industry. To compete, we must offer greater flexibility and use options and be prepared for an increasing use of technology by tech-savvy consumers. Instead of a lifetime product, today’s buyers want to transact their leisure options on a single site, on their own schedule, with instant gratification and experiences. We must remain in sync with consumer demands for an integrated and multi-platform transactional process.”

Today, McMullen Development is optimistic about the timeshare industry’s future, although they believe it will become significantly different with a re-positioning and consolidation of the older independent Legacy resorts and their owner bases into a new branded system.

They are also focused on the aging demographics of not only timeshare owners – principally in the Legacy resorts – but the aging and retirement market in general. They have developed Wisdom Ventures to deliver more Intergenerational experiences and provide greater attention to health and wellness. They are currently working with several universities to develop a new product to be named Intergenerational University Affiliated Retirement Communities.

“We have always believed in creating partnerships to better assist us in servicing our clients

and their owners and will continue to create new product strategies that focus on creating greater customer value. This will help Legacy resorts experiencing increasing financial pressures, maintenance fee delinquencies, and aging out of their owner bases. We have established additional partner relationships with Cunningham Asset Recovery System and Kevin Mattoni and Customized Solutions with Larry Gildersleeve and Jeff Sites. Both of these companies will add significantly to our widening base of service to Legacy resorts.”

It is clearly evident that the driving force of life for Ed McMullen is the management of time balanced by the art of living. During his 81 years (with half of them in the timeshare industry), he has also learned that change brings opportunities and excitement to life. This zest for living positions him well to continue to find new opportunities every day.

SUPPLIER PROFILE



GetAways Resort Management

We've been around

In 1994 Tom Johnson started Alderwood Management with the vision of helping resorts with a very personalized approach to finding specific solutions to specific problems. Whether it is helping resorts through the challenges of growth, or changing markets, or working with HOA boards to constantly enhance ownership value, the Alderwood Group has been going strong for 23 years. "Our boutique style of management is perfect for resorts that need very specific solutions without alienating the board's overall goals for the resort," Says Johnson, founder and president of Alderwood.

New Partnerships new tools, new services

In 2015, the company merged with GetAways Resort Management. GetAways offers dynamic, innovative solutions ranging from inventory solutions, resort employee programs and financial services, depending on the needs of resorts challenged with today and tomorrow's changing market.

Continues Johnson, "With all of the new tools and personnel available to us, we expect not only to continue providing the same great service our customers have come to expect from us, but we can now effectively expand our services and create more value for our clients. As we evolve with GetAways Management, our commitment to our existing properties is furthered strengthened. We aren't going away. We are strong and growing." The management company currently has 23 resorts in its management portfolio.

Personalized approach to business

"GetAways embraces a culture and philosophy based in listening to and solving the clients' problem. Both companies have received testimonials from Homeowners Associations Board members, remarking on how customized solutions have helped bring resorts back to financial and physical stability." Says Getaways Director of Client Services, Sue Fox. "We've never lost a customer. We're proud of that."

"As a long-time board member for four timeshare resorts, I was concerned about increasing delinquency issues facing the Associations...GetAways Resort Management quickly brought solutions to resolve those issues.... The Associations are now recovering economically and will have a sounder financial status in future years. Partnering with GetAways has allowed the Associations to move into the future with new technology and expanded programs. The owners are certainly happy with all of the positive changes..."

Kay Maye, Board member for Soundside Holiday Beach Resort, Destin I & II Holiday Beach Resorts and Royal Holiday Beach Resort

"When I joined the board (The Inn at Silvercreek) our Association was in a bad financial state. Alderwood had just started to manager our property and they were going above and beyond to help our association. Alderwood has a tough job at our Association as we have added challenges that most HOAs do not have...they do a wonderful job with the difficulties and challenges that are presented to them. Without a doubt, I confidently recommend ...Alderwood as a management company,"

Jay Modgun, Board President at The Inn at Silvercreek.

Full Range of solutions for resorts

The new strategic partnership between the two entities is now a full-service shared ownership and vacation resort management firm with an internal exchange, operational resort management services as well as financial services.



Sue Fox

"At GetAways we manage your business as if it were our own," said Johnson. "We hold ourselves to the highest standards and our union will make us more effective and stronger than ever as we grow our company."



For more information about how GetAways Resort Management can help your company call (844)438-2997, or visit them on the web at www.getawaysresorts.com

Obteniendo el Máximo Provecho de la Tecnología/Análisis de Data

by J. Michael Martínez



Nosotros podemos estar de acuerdo que la tecnología está volviéndose cada día más importante en nuestra vida diaria y en como hacemos negocios. Lo mismo se aplica en la industria de propiedades de tiempo compartido. A través de la industria de propiedades de vacaciones muchos ejecutivos de complejos turísticos y sus proveedores ya han comenzado a abrazar la tecnología. The Trades decidió este mes investigar el uso en México de la tecnología en los departamentos de operaciones y ventas de los clubs de vacaciones. The Trades descubrió muchas cosas a través de esa investigación.

En primer lugar que los ejecutivos de complejos turísticos en México desean comprender como ellos puedan aplicar la tecnología a sus operaciones y departamentos de ventas. Segundo, los ejecutivos desean saber como capturar y utilizar la información de los consumidores para combinar mejor esa información con los productos que ellos ofrecen en las mesas de ventas. Tercero, quieren saber como usar grandes volúmenes de información para ayudar en los esfuerzos de sus departamentos de mercado y ventas para un análisis predictivo más eficiente. Por último, como poder reducir las rescisiones y cancelaciones.

Nosotros hablamos con Bob Kobek, RRP y Presidente de CustomerCount. El nos explicó, "Que la Tecnología es un gran término, que significa diferentes cosas para diferentes gentes. Para mí, la tecnología es usada para medir experiencias y crear modos más eficientes. A medida que la tecnología avanza, así se hace también la forma en que se mide más precisamente una fórmula. Usando información estructurada, capturada y reportada usando tecnología, que había sido usualmente manejada por humanos, ahora significa que la precisión está garantizada, que la velocidad de entrega continua dando los resultados más rápidos, y que la tecnología de los diversos sistemas de entrega aumentan la conveniencia."

The Trades descubrió que la amplia mayoría de los ejecutivos en la industria de resorts mexicanos están usando una variedad de programas de software para capturar y reproducir la información que les ayude en parear sus productos con los productos de los miembros de sus existentes clubs y de los prospectivos miembros.

Nosotros hablamos con Curtis Knipe, Director de Ventas y Mercado de El Cid Resorts en México y le preguntamos de su utilización de tecnología en el departamento de ventas de su resort. El y su compañía están trabajando para obtener el máximo beneficio de las posibilidades que la tecnología les ofrece, como usted puede ver en su artículo en la página XX

Los ejecutivos de desarrollo de resorts han comenzado a usar la tecnología y el analice de la información a través de sus departamentos de operaciones. Ellos han comenzado a utilizar muchas diferentes compañías de tecnología como asistencia en ésta área. Te Trades después habló con Jamie Klutz, Presidente y Director Creativo de Brand Tango en Deerfield Beach, Florida. Jamie dice: "Los principales hoteles en los Estados Unidos y México están incorporando tecnologías en sus medios de ventas de un modo más relevante que el de la forma de televisión tradicional, video o tablets. Ellos están literalmente invirtiendo millones de dólares en el ambiente, comidas y bebidas, un toque de tecnología, visualización de información y lo más importante, hacer que el invitado de la gira pueda convertirse en una activa parte en la gira. Involucrar así al invitado y ayudarlo a construir literalmente su producto a través de una exploración de sus hábitos y deseos, crea un nuevo cambio de paradigma. En este mundo empoderado por el consumidor, nuestros huéspedes de gira esperarán cada vez jugar un papel activo en diseñar un producto de vacaciones que funcione lo mejor para ellos. Realmente, nos reitera con éxito ser parte de este éxito en la filosofía de las ventas porque el poder del cierre en la venta se comparte

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ahora entre el huésped y el Gerente de Ventas." Jamie continua diciendo que ellos tienen varios clientes a través de todo México quienes están actualmente utilizando esos servicios también.

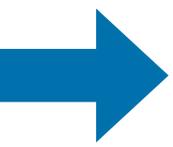
The Trades preguntó a Steve Pentland, CEO de la compañía basada en Inglaterra, llamada Light, ¿en que se debe enfocar un ejecutivo del negocio vacacional cuando busque la mejor compañía de tecnología para los departamentos de operaciones y ventas de un resort? Steve explicó, "para ser efectivo, en una presentación de ventas interactivas (interactive sales presentation, ISP) se debe tener un contenido atractivo. Esto significa que se tiene que cambiar la mente y sentimientos del huésped con un gran impacto. Así que si la tecnología subyacente es importante, el contenido es crítico. Un pobre contenido no funcionará; un contenido promedio no trabajará. Solamente trabajará un contenido "WOW." La compañía en que usted trabaja debe verdaderamente comprender la sicología de venta del negocio de propiedades de tiempo compartido. Los ejecutivos de la compañía deben comprender lo que motiva a un comprador a decir "sí" y lo más importante es que cuales son las causas que lo motivan a decir "no." Ellos también deben entender la mente del vendedor. Steve compartió algunos importantes elementos con nosotros declarando que los ejecutivos deben mantener el "ISP" fresco porque el personal de ventas se aburre con la misma cosa todos los días. Finalmente, él añadió que los gerentes necesitan respaldar el uso de un sistema de tecnología.

The Trades descubrió que más y más los operadores de Resorts en México, están de hecho, abrazando la tecnología en los departamentos de operaciones y ventas. Nosotros encontramos que la mayoría están ahora usando los servicios ofrecidos por CustomerCount, Brand Tango, y Light a quienes nosotros entrevistamos para éste artículo como también a muchas otras compañías de analices y tecnologías. Nosotros visitamos varias salas de ventas de resorts donde nosotros vimos muchos ejemplos de la tecnología siendo usada para obtener data crítica para asistir en encontrar los mas deseados servicios y productos para los huéspedes de los hoteles, ya sean activos miembros o posibles miembros. Está claro que si los operadores de resorts quieren continuar creciendo y tener éxito en la siempre cambiante industria de dueños de vacaciones, ellos tendrán que abrazar ahora la tecnología y seguir avanzando.



J. Michael Martínez is Resort Trades' emissary in Mexico and contributes a monthly column. He is the executive vice president of Cyria Group, a marketing and sales support company, and serves on the Board of Directors for C.A.R.E. (Cooperative Association of Resort Exchangers).

SUPPLIER PROFILE



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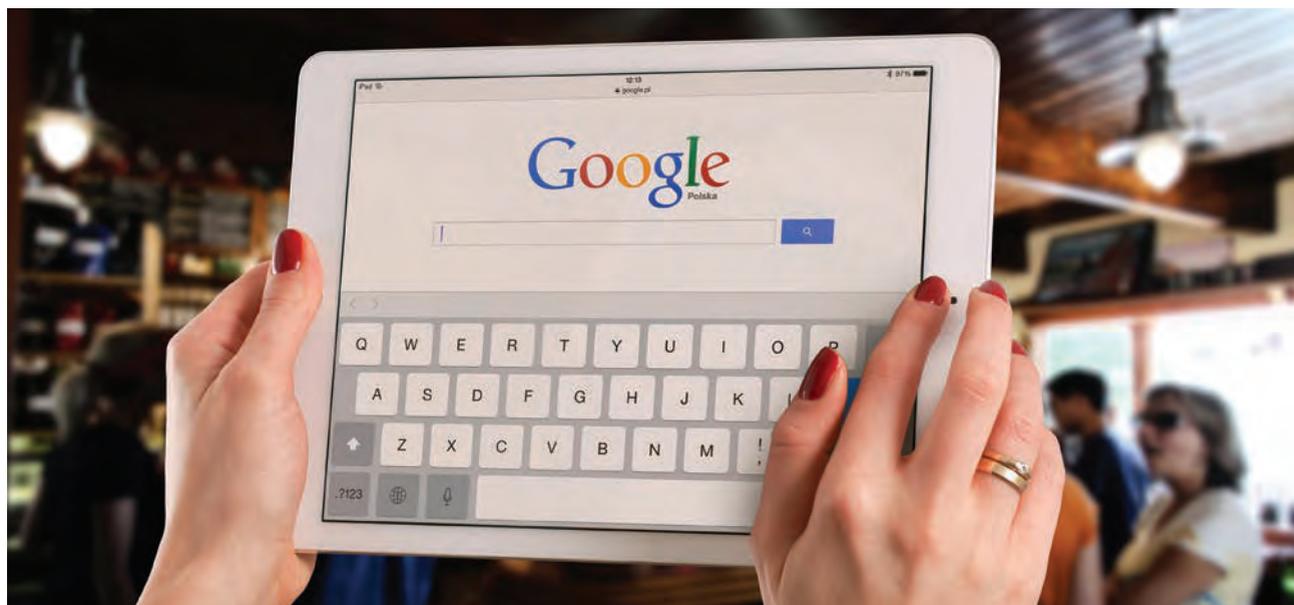
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The Kelley Chronicles

Centralized Marketing

by Kelley Ellert



It's not news that the internet has changed our world. There's easier access to information. You can learn anything from playing the guitar to changing your car battery on YouTube, but is this always positive? We now live in a world where by the time a sick person visits the doctor they have used WebMD to convince themselves that they have a rare disease, not just the flu. Everyone is doing everything themselves and in the resort management industry that's just as true. The hats that we place on our resort staff includes a range responsibilities from staff management, renovations, budgeting, payroll, guest satisfaction, marketing and social media. Can we realistically expect the staff members who balance a budget and handle their operations like a pro to also be wordsmiths that can craft perfect social media posts and write website content? According to productivity expert and creator of Getting Things Done, David Allen, "you can do anything, but not everything."

One of the most effective benefits of a management company is the use of centralized, professional support system to delegate specialized tasks to departments whose expertise it is to handle.

So, how can management companies work with resorts to maximize their rentals, resales and overall marketing? **The secret to success is working hand-in-hand.** Let's say your resort gets a negative review on TripAdvisor. Your resort manager knows every detail of the situation, but is not a strong writer. Your management company has a strong writer, but does not know the situation. If these two work together a perfect response can be posted. Considering that according to a BrightLocal survey, 91% of consumers regularly or occasionally read online reviews, the responses coming from the

property matter. A lot.

This hand-in-hand collaboration is the best way that management companies and resorts can work together on social media. The staff knows better than anyone else what's going on at the resort and local area and has the best access to taking regular photos, but the management company marketing arm should have the graphic design, SEO and writing experience to elevate the content from the resort to a higher level. In addition, Facebook is constantly changing its algorithm making it almost impossible for company pages to get noticed without paid advertising. Learning to utilize paid advertising to direct bookings is something that management companies need to have in their tool belt in order to stay relevant in this ever changing climate.

One of the best ways that resorts can lean on management companies for help is with online rentals, especially through online travel agents (OTAs) such as Expedia and Booking.com. Experienced navigation of these systems is instrumental to having optimized content, competitive rates.

According to Tom Saver, Vice President of Revenue for National Hospitality Group, monitoring rates, analyzing competitors, booking trends and OTA relationships is a constant process, but one that proves profitable if done efficiently.

"We have been able to decrease the percentage that OTAs take from our rentals by building a relationship with the OTAs and constantly renegotiating contracts," said Saver. "The content, customer communications and rates are constantly monitored. All these elements combine to fill room nights and maximize profits."

Then there's the direct marketing efforts that centralized management companies can offer assistance on. The amount of build-your-own website sites and templates and services is overwhelming. Suddenly building a website is described as "easy" and "instant," but that's not completely true for resorts.

One of the most important factors for resort websites is the ability to book directly online. Even templates that are specialized for resorts will not have the capabilities to hook online bookings directly into your system. Most just have a contact form. Management companies need to know their operating system and how to create seamless online booking to satisfy everyone's need for instant gratification. If a person is shopping two resorts and one will allow them to book in real-time and one won't then they are most likely to choose the one that lets them book their travel and be done with it. The internet and its infinite wisdom has created do-it-yourself marketers, accountants reporters and doctors. Marketing is a broad, variegated animal that can be done by the general manager, but expect something else to not get done. Resort staff cannot move forward or focus on the operations at their resort if they are solely focused on their website and as Henry Ford said "progress happens when all the factors that make for it are ready." Marketing progress will bring revenue, so make sure you are putting in the factors that allow for progress.



Kelley Ellert, Director of Marketing at Defender Resorts, based in Myrtle Beach, South Carolina. She has been with Defender Resorts for more than five years overseeing the marketing and online content of the 28 resorts in their management portfolio.

SUPPLIER DIRECTORY

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 Specialty: Kenyon International, Inc. is the world's leading manufacturer of specialty cooking appliances for residential and recreational use. Kenyon's compact and sustainable ceramic cooktops, in traditional knob and Lite-Touch™ control models, in one or two burners, are available in your choice of 120, 208, or 240 Volts. Kenyon's All Seasons™ Electric Grills are flameless, smokeless and safe for cooking indoors or out. All products designed and built in Clinton, CT and backed by a 3-year warranty. BIM objects available. Visit us at www.CookWithKenyon.com.

ARCHITECTURE AND INTERIOR DESIGN



Architectural Concepts, Inc.

3958 First Avenue
 San Diego, CA 92103
 Phone: (619)531-0110
 Email: Margit@4designs.com
 Website: www.4designs.com
 Contact: Margit E. Whitlock AIA
 Specialty: One of the top hospitality architectural and interior design firms, ACI has the unique ability to provide a comprehensive range of professional services required to successfully design a project. Involvement from inception to occupancy encompasses a complete scope. Our clients understand the combination of services and continuity of the team ensures a well-planned successful project. Celebrating 25 years as a firm where reliability and forward thinking vision are the integral core of our professional competencies.

BATHROOM & KITCHEN FIXTURES



Hotel Vanities International, LLC

5514 Stockwell Ct
 Indianapolis, IN 46237
 Phone 1: (317)831-2717
 FAX: (317)787-1135
 Email: chris@hotelvanities.com
 Website: www.hotelvanities.com
 Specialty: Hotel Vanities International offers a broad line of products for the kitchen and bath areas and beyond. Focusing on the Hospitality and Multi-Family industries, we offer vanity and kitchen tops, furniture quality wood and laminate bases, kitchen and bath cabinets, shower and tub wall surrounds, plumbing fixtures and accessories.

BUSINESS INTELLIGENCE



CustomerCount

3925 River Crossing Parkway, Suite 60
 Indianapolis, IN USA
 Phone 1: 317-816-6000
 FAX: 317-816-6006
 Email: bobkobek@customercount.com
 Website: www.customercount.com
 Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points.

CERTIFICATE FULFILLMENT



LogiCall Marketing

1232 E Broadway Rd #220
 Tempe, AZ 85282 USA
 Phone 1: 602-483-5555 xt. 300
 Email: tpranger@logiCall.net
 Contact: Thomas Pranger
 Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

CLEANING SERVICES



Jani-King International Inc.

16885 Dallas Parkway
 Addison, TX 75001 USA
 Phone 1: 800-552-5264
 Phone 2: 972-991-0900
 Email: dtucker@janiking.com
 Website: www.janiking.com
 Contact: David Tucker, Hospitality Division Director, ext 136
 Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. Jani-King takes care of your housekeeping needs so you can take care of what's really important; your guests.

How do YOU Find the Right Time-share?

CLIENT GENERATION



LogiCall Marketing

1232 E Broadway Rd #220
 Tempe, AZ 85282 USA
 Phone 1: 602-483-5555 xt. 300
 Email: tpranger@logiCall.net
 Website: www.logiCall.net
 Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

COLLECTION SERVICES



Blackwell Recovery

4150 North Drinkwater Boulevard, Ste. 200
 Scottsdale, AZ 85251 USA
 Phone 1: (800) 685-8736
 Phone 2: 480-214-4075
 FAX: (480) 281-3135
 Email: bcoates@PowerOfConcord.com
 Website: www.PowerOfConcord.com
 Contact: Bobby Coates, Director of Business Development
 Specialty: Blackwell Recovery offers results oriented and a fresh approach to getting your delinquent consumers back on track, combining innovative technology solutions with diverse efficient collection strategies. Customized strategies designed for severely delinquent accounts maximum recovery. Owner-centric approaches resulting in higher debt repayment with award-winning technology solutions.
 FDCPA & State Regulations Compliance, Skip Tracing, PCI Compliant. Responsive service, extensive real-time reporting capabilities. Data protection from external data center. Dedicated compliance officer, and multilingual, multicultural staff.



International Recovery Solutions

LA Law Center
 205 S Broadway
 Los Angeles, Ca 90012
 Phone: (855)477-0010
 Fax: (213)346-9700
 Email: getpaid@irscollector.com
 Website: www.irscollector.com
 Contact: Javier Jimenez
 Specialty: International Recovery Solutions (IRS) is a nationwide network of attorney and debt collection professionals. IRScollector seasoned team of third party collection specialists use sophisticated, next generation tools to maximise unyielding results. IRScollector's understands that not all member's situation are equal, so we dissect each case with aggressive and ethical collection tactics to preserve longterm member/client relationship.



Meridian Financial Services Inc.

1636 Hendersonville Rd Ste 135
 Asheville, NC 28803 USA
 Phone 1: (866)294-7120 ext. 6705
 FAX: (828)575-9570
 Email: gsheperd@merid.com
 Website: www.merid.com
 Contact: Gregory Sheperd
 Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

COMMERCIAL HOTTUBS



HydroTher Commercial Hot Tubs

135 Matheson Blvd
 East Mississauga, ON L4Z1R2
 Phone: (800)891-5811 Ext 753
 Fax: (416)759-3150
 Email: ross@hydrother.com
 Website: www.hydrother.com
 Contact: Ross Middleton
 Specialty: HydroTher factory-plumbed acrylic commercial hot tubs are installed in hundreds of facilities throughout North America. Some of the reasons for this success, are that HydroTher commercial hot tubs are more economical, contoured for increased body comfort and are considerably lighter (can be installed on upper level floors). In addition, our hot tubs arrive at your site pre-plumbed, therefore minimizing installation time.

COMPUTERS AND SOFTWARE



TrackResults Software

5442 South 900 East Suite 203
 Salt Lake City, UT 84107 USA
 Phone 1: 888-819-4807
 Email: sales@trackresults.net
 Website: www.trackresults.net
 Contact: Ryan Williams
 Specialty: TrackResults tracks and reports sales and marketing activity for people with no time to waste. Used in over 100 travel club and 50 timeshare sales centers because it is easy to use, fool-proof, and intuitive. Plus, it includes both custom dashboard and blazing fast analytical reporting to uncover the gaps and inefficiencies that slow you down.
 • Real-time digital tour manifesting
 • Web-based. No installation, equipment or IT department required.
 • Data level security to protect your business.



TSS International

P.O. Box 262
 Bountiful, UT 84011
 Phone: 239-465-4630
 Email: info@timesharesoft.com
 Website: www.TimeShareSoft.com
 Contact: Jack Voutov
 Specialty: TSSI provides superior service to resorts and travel clubs in US, Canada and Mexico since 1998. Enterprise-level, Web-based, Fast, Powered by Oracle. Highly customizable, infinitely scalable and configurable. "All-inclusive" affordable monthly fee for a full-feature Hosted System that includes: Maintenance Fees, CC payments, Rentals, Deposits, Reservations, Sales, Marketing, Bulk Billing, Front Desk, Owner Portal, Extensive Reporting, Custom Reports, Accounting, Integration with Expedia, Booking.com, RCI and others. Various integrations with other software. Month-to-month. Cancel any time!



RNS Timeshare Management Software

410 43rd St W
 Bradenton, FL 34209
 Phone 1: (941)746-7228 x107
 FAX: (941)748-1860
 Email: boba@rental-network.com
 Website: www.TimeshareManagementSoftware.com
 Contact: Bob Ackerman
 Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for TS resorts. Plus our responsive On-Line Booking module allows you to show the weeks available to rent (owner or association weeks) on your web site for booking by the traveler. Includes A/R module to invoice and collect owner fees. One simple package to automate your existing TS resort

COMPUTERS AND SOFTWARE



TimeShareWare
 855 W 300 N
 Kaysville, UT 84037
 Phone 1: (801)444-3113
 FAX: (801)444-3143
 Email: sales@timeshareware.com
 Website: www.timeshareware.com
 Specialty: TimeShareWare provides resort management software for all sizes and types of shared-ownership resorts, including vacation clubs, fractional properties, condo-hotels, vacation rentals, timeshare, and mixed-use hotels. Whether you are looking for a simple cloud-based, out-of-the box solution or a customized end-to-end enterprise application, TimeShareWare has what you need.

DEVELOPER TRADE GROUPS



Resort Developers Association
 PO Box 99
 Valentine, VA 23887
 Phone 1: (800)899-9961
 FAX: (888)320-3843
 Email: missy@resortsofdistinction.com
 Website: www.resortdevelopersassociation.com
 Contact: Melissa House
 Specialty: RDA is committed to promoting the industry for the benefit of its members and the public, providing a forum for the exchange of ideas important to the industry, setting ethical and operational standards, and otherwise providing for the growth, stability, and betterment of the industry. RDA operates Resorts of Distinction - the only reciprocal program founded, owned and managed by resort owners, for the benefit of participating Resort Owners

DIRECT MAIL AND MARKETING



LogiCall Marketing
 1232 E Broadway Rd #220
 Tempe, AZ 85282 USA
 Phone 1: 602-483-5555 xt. 300
 Email: tpranger@logicall.net
 Website: www.logicall.net
 Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
 With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

ESTOPPEL PROCESSING



RequestmyEstoppel.com
 3659 Maguire Blvd #100
 Orlando, FL 32803
 Phone: (833)877-7638
 FAX: (321)281-6009
 Email: Dave@requestmyestoppel.com
 Website: www.RequestmyEstoppel.com
 Specialty: Online software for Estoppel Processing. You handle owner communications; we automate paperwork! Saves your staff time, is customized for your operation and can be accessed through a desktop or mobile device. Automates the entire process digitally including producing the estoppel package, handling correspondence and recording each detail. If the resort charges a fee for producing the estoppel, RequestMyEstoppel.com will collect it up front, sending the resort/management company a detailed report and a check.

EXCHANGE COMPANIES



Dial An Exchange LLC
 7720 N 16TH ST STE 400
 Phoenix, AZ 85020 USA
 Phone 1: 800-468-1799
 Phone 2: 602-516-7682
 FAX: 602-674-2645
 Email: michelle.caron@daelive.com
 Website: www.daelive.com
 Contact: Michelle Caron
 Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:
 • A free membership option
 • A Gold Advantage membership option
 • 24 hour access to live worldwide inventory
 • Prepaid exchange voucher programs
 • Prepaid bonus week voucher programs
 • Revenue share programs
 • A Brandable exchange platform that can be used as a compliment to any internal exchange program



RCI
 9998 N Michigan Rd
 Carmel, IN 46032 USA
 Phone 1: (866)913-2370 TOLL FREE
 Email: RCI.Affiliates@rci.com
 Website: www.RCIAffiliates.com
 Specialty: RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.



A Better Way to Exchange
Resort Travel & Xchange
 521 College St
 Asheville, NC 28801 USA
 Phone 1: 828-350-2105 Ext. 4448
 Email: cviolette@rtx.travel
 Website: www.rtx.travel
 Contact: Corina J. Violette, Director of Resort Partnerships
 Specialty: Resort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers to provide the best exchange options possible to its members. In addition to exchange services, RTX offers a number of travel benefits and discounts to members. Additionally, RTX provides low-cost benefits to partners including opportunities for rental income through assistance with resort inventory. RTX has approximately 70,000 members.



Trading Places International
 25510 Commercentre Dr Ste 100,
 Lake Forest, CA 92630
 Phone: (800)365-1048
 Fax: (949)448-5141
 Email: jesse.harmon@tradingplaces.com
 Website: www.tradingplaces.com
 Contact: Jesse Harmon
 Specialty: At Trading Places (TPI), customer service isn't just a friendly voice; its offering what our members really want. TPI recognizes the outstanding performance of the vacation ownership industry, and has developed, for over 40 years, a collection of vacation products and services which vacation owners, developers, and resort associations consider truly valuable - including our FREE Classic exchange membership allowing members to trade through TPI with no annual fee.

FINANCIAL SERVICES



ResortCom International L.L.C.
 6850 Bermuda Road
 Las Vegas, NV 89119 USA
 Phone 1: (619)683-2470 ext. 1501
 FAX: (619)683-2077
 Email: odiliag@resortcom.com
 Website: www.resortcom.com
 Contact: Odilia Guiant
 Specialty: 3 decades of experience. ResortCom, the industry leader in portfolio management and collections consistently provides top performing portfolios and the lowest cancellation rates. Working with 250,000 members/owners we process over \$500 million in credit card transactions annually. Our Las Vegas-based contact center is staffed with a team of multi-lingual professionals who use an award-winning CRM system to deliver service excellence. We offer a range of cutting-edge services and a flexible, customizable platform to maximize your success.



WithumSmith+Brown, PC
 1417 E Concord St
 Orlando, FL 32803
 Phone: (407)849-1569
 Fax: (407)849-1119
 Email: lcombs@withum.com
 Website: www.withum.com
 Contact: Lena Combs
 Specialty: Founded in 1974, WithumSmith+Brown, PC ranks in the top 30 largest public accounting and consulting firms in the country with offices in New Jersey (including its Princeton headquarters); New York City, NY; Orlando and West Palm Beach, FL; Philadelphia, PA; Boston, MA; Aspen, CO; and Cayman Island. For more information, please contact Withum's Timeshare Services Team Leaders Lena Combs (lcombs@withum.com) or Tom Durkee (tdurkee@withum.com) at (407) 849-1569 or visit <http://www.withum.com>.

FLOOR SAFETY PRODUCTS



Musson Rubber
 PO Box 7038
 Akron, OH 44306 USA
 Phone 1: (800)321-2381
 FAX: (330)773-3254
 Email: rsegers@mussonrubber.com
 Website: www.mussonrubber.com
 Contact: Bob Segers
 Specialty: Musson is a manufacturer and distributor of rubber, vinyl and aluminum stair treads, nosings, entrance matting, carpet walk off mats, custom logo mats, weight room matting, anti-fatigue matting and a variety of other specialty flooring products for a variety of applications throughout commercial facilities. If you have a flooring need, we have a solution!

GROUNDS MAINTENANCE



Mean Green Mowers
 4404 Hamilton Cleves Rd Unit 2
 Hamilton, OH 45013
 Phone 1: (513)738-4736
 FAX: (513)738-0516
 Email: chris@meangreenproducts.com
 Website: www.meangreenproducts.com
 Contact: Chris Conrad
 Specialty: Powerful, quiet, lithium-electric commercial all day mowers, hand held equipment and cordless electric backpack blowers. Made in the USA. Zero emissions, low noise, no routine maintenance and zero fuel. Mean Green provides a complete line: CXR 52/60" ZTR, 48" Stalker stand on, 33" WBX-33HD walk behind, MGP-20 push mower, BLAST! Backpack blower, and operator-cooled battery backpack line trimmer with attachments. Perfect for hotel and resort communities by providing a low noise alternative to lawn care!

HOSPITALITY INTERIOR DESIGN



Hospitality Resources & Design, Inc.
 919 Outer Road Suite A
 Orlando, FL 32814
 Phone: 407-855-0350
 Fax: 407-855-0352
 Email: rich@hrdorlando.com
 Website: www.hrdorlando.com
 Contact: Rich Budnik
 Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses their expertise to provide clients with innovative design while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

HOUSEKEEPING SERVICES



Jani-King International Inc.
 16885 Dallas Parkway
 Addison, TX 75001 USA
 Phone 1: 800-552-5264
 Phone 2: 972-991-0900
 Email: dtucker@janiking.com
 Website: www.janiking.com
 Contact: David Tucker, Hospitality Division Director
 Specialty: Jani-King provides housekeeping and cleaning services to timeshares/resorts worldwide. Jani-King is trusted by industry leaders for our commitment to owners and guests' satisfaction. Our superior quality control system ensures accountability on our side so that your resort receives unmatched service.



Sun Hospitality Resort Services
 4724 Hwy. 17 Bypass South
 Myrtle Beach, SC 29588 USA
 Phone 1: (843)979-4786
 FAX: (843)979-4789
 Email: dfries@sunhospitality.com
 Website: www.sunhospitality.com
 Contact: David Fries
 Specialty: We are a turn-key housekeeping provider for the timeshare industry with over 40 years of combined hospitality operations and resort services experience. Sun delivers unparalleled accountability with tailor-made services to meet your unique operational needs. Sun maintains high standards for quality through our fully trained staff. From our Inspectors to our Regional Directors, our supervisors are accredited with Sun Certified Inspector (SCI) designation. "Fresh and Clean... Every time."

HOUSEWARES



Lodging Kit Company
 13492 State Route 12
 Boonville, NY 13309
 Phone 1: (800)328-8439
 FAX: (315)942-5622
 Email: emartin@lodgingkit.com
 Website: www.lodgingkit.com
 Contact: Eric M. Martin
 Specialty: Lodging Kit is an international supplier of housewares, linens, and furnishings to the resort and hospitality industries. From it's three US distribution centers in New York, Florida and Nevada, the company can supply open stock items as well as unit packed kits for new installations and refurbish projects.

SUPPLIER DIRECTORY

LANDSCAPE AMENITIES



The Brookfield, Co.
 4033 Burning Bush Rd
 Ringold, GA 30736 USA
 Phone 1: (706)375-8530
 FAX: (706)375-8531
 Email: hgjones@nexband.com
 Website: www.thebrookfieldco.com
 Contact: Hilda Jones
 Specialty: The Brookfield Co. designs and manufactures fine concrete landscape furnishings. Offering 70+ styles/sizes of planters plus fountains, benches, finials and stepping stones, this company provides the best in customer service. All products are hand cast and finished in fiber-reinforced, weather durable concrete. Many beautiful finishes are offered. Custom work is available.
 Still run by the two founders and designers, the 30 yr. old Brookfield Co. sells direct to landscape professionals, developers and retailers. Site delivery nationwide. All products ship from Ringgold, GA

LEAD GENERATION



LogiCall Marketing
 1232 E Broadway Rd #220
 Tempe, AZ 85282 USA
 Phone 1: 602-483-5555 xt. 300
 Email: tpranger@logicall.net
 Website: www.logicall.net
 Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
 With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

LEGACY TIMESHARE SOLUTIONS



Legacy Solutions International
 286 Aurielle Dr Ste 1
 Colchester, VT 05446
 Phone: (802)862-0637
 Email: ron@legacysolutionsinternational.com
 Website: www.legacysolutionsinternational.com
 Contact: Ronald J Roberts
 Specialty: LEGACY SOLUTIONS INTERNATIONAL, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out of pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-862-0637 Ron@legacysolutionsinternational.com.

LENDING INSTITUTIONS



CapitalSource
 5404 Wisconsin Avenue
 Chevy Chase, MD 20815 USA
 Phone 1: 301-841-2717
 Phone 2: 800-699-7085
 FAX: 301-841-2370
 Email: jgalle@capitalsource.com
 Website: www.capitalsource.com
 Contact: Jeff Galle
 Specialty: CapitalSource, a division of Pacific Western Bank is a commercial bank headquartered in Los Angeles, California. We lend to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate us from our competition

LENDING INSTITUTIONS



Colebrook Financial Company, LLC
 100 Riverview Center Ste 203
 Middletown, CT 06457 USA
 Phone 1: (860)344-9396
 FAX: (860)344-9638
 Email: bryczek@colebrookfinancial.com
 Website: www.colebrookfinancial.com
 Contact: Bill Ryzcek
 Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service and no committees. You'll always talk to a principal: Bill Ryzcek, Jim Bishop, Fred Dauch, Mark Raunika and Tom Petrisko, each of whom has extensive timeshare lending experience.



Wellington Financial
 1706 Emmet St N Ste 2
 Charlottesville, VA 22901 USA
 Phone 1: 434-295-2033 ext. 117
 Email: sbrydge@wellington-financial.com
 Website: www.wellington-financial.com
 Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$5 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 35 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.



Whitebriar Financial Corporation
 575 Mystic Drive PO Box 764
 Marstons Mills, MA 02648
 Phone: (508)428-3458
 Fax: (508)428-0607
 Email: hvswwhitebriar@aol.com
 Website: www.whitebriar.com
 Contact: Harry Van Sciver
 Specialty: Timeshare and Vacation Receivables Financing. We will Lend money on your Receivables, or we will Buy them if you prefer. Either way, you retain access to your customers. Fast fundings up to \$3 million, including low "FICO" scores. We also finance HOA's, and assist in workouts & restructures.

MINIATURE GOLF



Cost of Wisconsin, Inc.
 3400 Harbor Ave SW Ste 242
 Seattle, WA 98126
 Phone: (800)221-7625
 Fax: (206)223-0566
 Email: cfoster@costofwisconsin.com
 Website: www.costofwisconsin.com
 Contact: Chris Foster
 Specialty: Since 1957, COST has been an industry leader in theme construction services. Our highly specialized team works collaboratively with resort owners and developers to deliver customized miniature golf courses that will turn unused, or underutilized, resort space into a profit center. Whether interests include prefabricated miniature golf kits, such as our Micro-Golf® system, or our on-site constructed Adventure Golf, our courses can be developed to fit nearly any space and any realistic budget. Please contact us for more information

NON-JUDICIAL FORECLOSURES



Cunningham Asset Recovery Services
 1030 Seaside Drive
 Sarasota, FL 34242 USA
 Phone 1: 844-342-1196
 Email: kmatttoni@msn.com
 Website: www.timesharenonjudicialforeclosure.com
 Contact: Kevin Matttoni
 Specialty: Since 1987, Cunningham Property Management has specialized in vacation ownership. Our newest service, C.A.R.S., offers lowest cost, fastest, non-judicial foreclosure to associations, lenders, developers in several states. Resolve delinquency, probate, divorce, no name or address, in 5-6 months. Title insurance available. Large and Small accounts welcome. Large accounts \$265, less than 100 accounts \$345. 100% client repeat and referral. Let us solve your delinquent account problems

OPERATIONS SUPPLIES & EQUIPMENT



AMTEX
 736 Inland Center Drive
 San Bernardino, CA 92408
 Phone: (800)650-3360 Ext 304
 Email: JAY WADHER jay.wadher@myamtex.com
 Website: www.myamtex.com
 Contact: Sujay Wadher
 Specialty: AMTEX is a leading national distributor of hotel lodging and maintenance supplies. Specializing in bedding, textiles, housekeeping supplies, room amenities/accessories.

OUTDOOR AMENITIES



Kay Park Recreation Corp.
 Janesville, IA 50647 | USA
 P O Box 477
 Phone: 800-553-2476
 FAX: 319-987-2900
 Email: marilee@kaypark.com
 Website: www.kaypark.com
 Contact: Marilee Gray
 Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

PEST CONTROL



Applied Science Labs
 PO Box 2416
 McKinney, TX 75070
 Phone 1: (619)825-2121
 FAX: (732)892-0085
 Email: appliedsciencelabs@att.net
 Website: www.vaxinatewith88.com
 Contact: Rodger Williams
 Specialty: BED BUG Elimination and Prevention. When each day of each week is precious prevention is very important. Use GlowGuard™. If infested, getting back in service the same day is also important. Use VA88™. 100% nontoxic. No added liability. No Odor. No staining. Hypoallergenic. Independently Certified by the American Academy of Entomological Sciences.
 When each day and each week is precious why take a chance?

PEST CONTROL/DISINFECTANT



SteriFab
 PO Box 41
 Yonkers, NY 10710
 Phone: (800)359-4913
 Fax: (914)664-9383
 Email: Sterifab@sterifab.com
 Website: www.sterifab.com
 Contact: Mark House
 Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5-gallon containers. STERIFAB.COM 1-800-359-4913

PET SANITATION



DOGIPOT
 2100 Principal Row, Suite 405
 Orlando, FL 32837 USA
 Phone 1: 800-364-7681
 Website: www.dogipot.com
 Contact: David Canning
 Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products or reputation in the market. DOGIPOT® products offer dependability that saves you money!

POOL & WATER FEATURES EQUIP. & MAINT



ChlorKing, Inc.
 6767 Peachtree Industrial Blvd
 Norcross, GA 30092
 Phone 1: 770-452-0952
 Phone 1: 800-536-8180 Toll-Free (US)
 FAX: 770-685-6576
 Email: steve@chlorking.com
 Website: www.chlorking.com
 Contact: Steve Pearce
 Specialty: ChlorKing® Saline-Based Pool Sanitization Systems ChlorKing® salt systems give commercial swimming pools, spas and water parks the most cost-effective, safest water sanitization system available. Patented, heavy-duty ChlorSM® salt chlorination and NEX-GENpH® onsite batch chlorine generation systems keep water clean and lower annual operating costs substantially while eliminating the need handle toxic chlorine, which can cause fires or create dangerous gases when mishandled. Combine with Sentry UV systems to enhance control of pathogens. Finance systems over 36 or 60 months.



Hammerhead Patented Performance
 1250 Wallace Dr STE D
 Delray Beach, FL 33444
 Phone: (561)451-1112
 Fax: (561)362-5865
 Email: info@hammerheadvac.com
 Website: www.hammerheadvac.com
 Contact: Customer Service
 Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.

**POOL & WATER FEATURES
EQUIP. & MAINT**



LaMotte Company
802 Washington Ave
Chestertown, MD 21620
Phone: (800)344-3100
Fax: (410)778-6394
Email: rdemoss@lamotte.com
Website: www.lamotte.com/pool
Contact: Rich DeMoss

Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the tests results can be viewed on the touchscreen or can be transferred into our DataMate water analysis program. Achieve precision without time consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

POOL RENOVATIONS



RenoSys Corporation
2825 E 55th Place
Indianapolis, IN 46220
Phone: 800.783.7005
Fax: 317.251.0360
Website: www.renosys.com
Contact: Kym Webster

Specialty: For three decades RenoSys has been Fixing North Americas Pools, Gutters and Decks. Our cost-effective pool renovation solutions have been used by over 5,000 facilities to make old pools like new again. We also manufacture new stainless steel spas and pools, slip-resistant pool decking, pool gutters and grating, and safety padding. We also offer chlorine removal solutions for indoor pools. Call today for a free quote.

**PROPERTY MAINTENANCE
SOLUTIONS**



CRM
14361 Ocean Hiway Ste 2A
Pawleys Island, SC 29585
Phone: (888)502-5203
Email: tonia@brandipity.com
Website: www.crmsservices.us
Contact: Keith Errico

Specialty: CRM provides comprehensive property repair, maintenance and construction solutions for Property Managers, Property Owner Associations and Home Owner Associations throughout the U.S. We approach every project, large or small, in an efficient and professional manner to ensure the lasting value of your property. Our full range of commercial and residential services offers turn-key solutions for everything from new construction and renovation to everyday maintenance. Our services include: Property Maintenance, Construction, Landscaping, Plumbing, HVAC, Electrical, FF&E, Pools, Pressure Washing, Painting, Carpet Cleaning and Water Restoration.

PUBLIC RELATIONS



GBG & Associates
500 West Harbor Drive #822
San Diego, CA 92101 USA
Phone 1: 619-255-1661
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod

Specialty: Public Relations: Positioning Strategy, Placement and Reputation Management
Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for an effective, comprehensive communications and reputation management program. Three decades of vacation industry success.

PUBLIC RELATIONS & MARKETING



SharonINK PR & Marketing
P.O. Box 261
Crossville, TN 38557 USA
Phone 1: 310-923-1269
Email: Sharon@SharonINK.com
Website: www.SharonINK.com
Contact: Sharon Scott, RRP
Specialty: Writing and strategic direction for vendors who promote goods and services to the resort industry

RECEIVABLE FINANCING



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hvswwhitebriar@aol.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Timeshare and Vacation Receivables Financing. We will Lend money on your Receivables, or we will Buy them if you prefer. Either way, you retain access to your customers. Fast fundings up to \$3 million, including low "FICO" scores. We also finance HOA's, and assist in workouts & restructures.

**RECEIVABLES AND MAINTENANCE
FEE SERVICING**



Concord
4150 North Drinkwater Boulevard, Ste. 200
Scottsdale, AZ 85251 USA
Phone 1: 480-214-4075
FAX: 480-281-3135
Email: bcoates@PowerOfConcord.com
Website: www.PowerOfConcord.com
Contact: Bobby Coates, Director of Business Development
Specialty: Since 1988, Concord has been the industry leader for loan receivables & maintenance fee servicing.

RECREATIONAL GAMES



The Chess House
PO Box 705
Lynden, WA 98264 USA
Phone 1: (360)354-6815
FAX: (360)354-6765
Email: raphael@chesshouse.com
Website: www.chesshouse.com
Contact: Raphael Neff
Specialty: Unplug the gadgets and refresh with a great game for sheer fun. Improve IQ, focus, and face to face time with your loved ones. Chess House has helped countless parks and resorts obtain a low cost, high visibility Giant Outdoor Chess that's easy to maintain and fun for everyone from toddlers to veterans.

RENTALS AND RESALE



SellMyTimeshareNow, LLC
100 Domain Drive, Suite 105
Exeter, NH 29585
Phone: 877-815-4227
Email: info@sellmytimesharenow.com
Website: www.sellmytimesharenow.com
Contact:
Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.1 million visits to our family of websites and more than \$270 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003

RENTALS AND RESALE



Timeshares Only LLC
4700 Millenia Blvd.
Ste. 250 Orlando FL 32839
Phone 1: 800-496-1400
Fax: 407-477-7988
Email: paul.rotter@timesharesonly.com
Website: www.timesharesonly.com
Contact: Paul Rotter
Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 20 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience



Vacation Management Services
3200 Ironbound Road
Williamsburg, VA 23188
Phone 1: (855) 201-8991
Email: info@vacationmanagementservices.com
Website: www.VacationManagementServices.com
Specialty: Vacation Management Services offers free management services for timeshare point owners. Looking for a free, reliable closing tool? Or to preserve confidence in an owner's purchase decision? Our program ensures point owners have a reputable resource for generating revenue to help cover maintenance fees. Relieve your potential buyers of the worry of paying for unused vacation time. Our program promises to make their ownership experience great, allowing enjoyment of their investment on their own terms.

RESALES



Bay Tree Solutions
400 Northridge Rd., Ste. 540
Atlanta, GA 30350
Phone: 800-647-4130
Email: DMilbrath@BayTreeSolutions.com
Website: www.BayTreeSolutions.com
Contact: Doug Milbrath
Specialty: Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners to resell their vacation ownership interests at a fair price. By avoiding desperate sellers and distressed properties and by using our consultative method, for eleven years we have repeatedly guided clients who sell for prices 30-to-50 percent higher than our closest competitors. Bay Tree provides resort operators, as well as servicing and collection agencies, with a trusted ally.

RESERVE STUDIES



Advanced World Concepts Inc.
2237 Del Mar Scenic Parkway
Del Mar, CA 92014
Phone 1: 858-755-8877
FAX: 858-755-2754
Email: sales@prsystem.com
Website: www.prasystem.com
Contact: Bill Chaffee
Specialty: Since 1989 PRA Consultants, certified reserve professionals licensed and trained in implementing the PRA System, have prepared the most accurate timeshare Reserve Studies. They utilize property plat maps and model floor plans for planning and scoping how reserve items will be grouped, budgeted and tracked based on the property's common areas, buildings, and unit model configurations. This provides for a reserve management plan that is easily understood providing optimized contributions projecting that sufficient reserve funds will be available when needed.

SALES AND MARKETING



Resort Management Services
10745 Myers Way S
Seattle, WA 98168
Phone: (888)577-9962
Fax: (206)439-1049
Email: doug@resortmanagementservices.net
Website: www.resortmanagementservices.com
Contact: Douglas Murray
Specialty: Resort Management Services provides resort developers and HOAs with customized sales programs that generate revenue and enhance benefits for current owners. We reinvigorate membership usage and specializes in meeting with owners and members in their communities. Targeting users and non-users, RMS develops innovative new benefits tailored to improve specific member needs.

SHADE PRODUCTS



FiberBuilt Umbrellas & Cushions
PO BOX 9060
Fort Lauderdale, FL 33310
Phone: (866)667-8668
Fax: (954)484-4654
Email: jordan@fiberbuiltumbrellas.com
Website: www.fiberbuiltumbrellas.com
Contact: Jordan Beckner
Specialty: FiberBuilt is the leading manufacturer of contract grade fiberglass ribbed umbrellas for the hospitality industry. Our innovative rib construction ensures strength, resilience and durability across our full line of shade products. Our wide selection of custom cushions and pillows make a fashion statement at competitive prices. Every pool area, outdoor lounge and al fresco dining space is enhanced and made more comfortable with FiberBuilt's umbrellas and cushions which complement your design aesthetic and fit your budget.

SHARED OWNERSHIP SERVICES



Dial An Exchange LLC
7720 N 16TH ST STE 400
Phoenix, AZ 85020 USA
Phone 1: 800-468-1799
Phone 2: 602-516-7682
FAX: 602-674-2645
Email: michelle.caron@daelive.com
Website: www.daelive.com
Contact: Michelle Caron
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:
• A free membership option
• A Gold Advantage membership option
• 24 hour access to live worldwide inventory
• Prepaid exchange voucher programs
• Prepaid bonus week voucher programs
• Revenue share programs
• A Brandable exchange platform that can be used as a compliment to any internal exchange program.

**SHARED OWNERSHIP TECHNOLOGY
SOLUTIONS**



SPI Software
2600 SW 3rd Avenue, 5th Floor
Miami, FL 33129
Phone: (305)858-9505
Fax: (305)858-2882
Email: info@spiinc.com
Website: www.spiinc.com
Contact: George Stemper
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 30 years of industry experience. This includes an advanced user interface, all major integrations and cloud-based extendible applications.

SUPPLIER DIRECTORY

SOFTWARE



Timeshare Pro Plus
3659 Maguire Blvd #100
Orlando, FL 32803
Phone: (833)877-7638
FAX: (321)281-6009
Email: Dave@TimeshareProPlus.com
Website: www.TimeshareProPlus.com
Contact: Dave Heine
Specialty: Cloud-based software handles title transfer activities, estoppel orders, account verifications and owner deeding requests: You handle owner communications; we automate the paperwork! Cloud-based software including RequestMyEstoppel.com, HoldMyEscrow.com and JiffyDocs.com – use individual modules or as a whole. Online software automates forms, collects payments and fees and produces documents. Title transfer activities, estoppel orders, account verifications, owner deeding requests: What once took weeks, now takes only hours! Call for a dem

TELEMARKETING



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

TITLE COMPANIES



Timeshare Title, Inc.
87 Stambaugh Ave., Suite 7
Sharon, PA 16146
Phone: (724)347-1061
FAX: (724)347-4310
Email: shari@timesharetitle.com
Website: www.timesharetitle.com
Contact: Shari Allen
Specialty: Prompt and accurate timeshare closings with escrow service. Staffed with highly trained, experienced closing agents to serve our clients with the most efficient, friendly and personalized service.
We take care of all details, including document / deed preparation and recording, collection /disbursement of funds, document distribution and final transfers to the resort.
Our unique, user-friendly website is available to all clients 24/7 to follow the status of their closings.
Visit our website or call for more information!

TOUR GENERATION



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

TOWEL SERVICES



Towel Tracker
2100 Nelson Ave SE
Grand Rapids, MI 49507 USA
Phone 1: (616) 325-2060
Website: www.toweltracker.com
Specialty: With Towel Tracker you control and simplify your towel service. Guests simply swipe their room key and gain access to towels. Towel Tracker technology assigns each towel's ID to the guest's room. Guests are responsible for each towel and can be charged for unreturned towels. When a guest returns a towel, the system recognizes its return. The system helps staff track inventory. Reduce overhead costs for towel distribution and pick up, towel inventory and laundry.

TRADE ASSOCIATIONS



C.A.R.E. Cooperative Association of Resort Exchangers
P.O. Box 2803
Harrisonburg, VA 22801
Phone: 800-636-5646 (U.S. & Canada) 540-828-4280 (Outside U.S. & Canada)
FAX: 703-814-8527
Email: info@care-online.org
Website: www.care-online.org
Contact: Linda Mayhugh, President
Specialty: Established in 1985, C.A.R.E. is one of the industry's leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Members that possess or seek rentable inventory for fulfillment set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management.

TRAINING & PROFESSIONAL DEVELOPMENT



American Hotel & Lodging Educational Institute (AHLEI)
6751 Forum Dr., Suite 220,
Orlando, FL 92103
Phone: 800.349.0299
Email: sales@ahlei.org
Website: www.ahlei.org
Specialty: AHLEI provides hospitality training and professional development solutions for hospitality companies and individuals working in the industry. Leading hotel brands, management companies, independent properties, and associations worldwide turn to AHLEI for hospitality education and training resources and professional certification for every level of employee in every department. Products include hospitality-focused online learning, DVDs, skills development, compliance, and leadership/management development..

TRANSPORTATION VEHICLES



Club Car
PO Box 204658
Augusta, GA 30917
Phone 1: (888)227-7925
FAX: (706)863-5808
Email: m.sicard@clubcar.com
Website: www.clubcar.com/us/en/commercial.html
Contact: Mary Sicard
Specialty: Comprehensive Transportation Solutions
As the U.S. commercial UTV market leader and the world's largest manufacturer of small four-wheel electric vehicles, Club Car® offers comprehensive transportation planning and the largest lineup of commercial vehicles in the hospitality industry. This includes Carryall® utility vehicles, Carryall street-legal low speed work vehicles (LSVs), Transporter™ passenger vehicles, Villager™ passenger vehicles, Street-legal Villager™ low speed passenger vehicles (LSVs) and Café Express™ merchandising vehicles. Learn more.

TRAVEL CLUB



Global Connections, Inc.
5360 College Blvd, Suite 200
Overland Park, KS 66211 USA
Phone 1: 913-498-0960
Email: mgring@gcittravel.net
Website: http://www.explorepci.com
Specialty: Global Connections, Inc. (GCI) - A highly respected resort developer and leader in the travel club and vacation industry, offering travel club fulfillment and servicing, travel search engine development, component-based products, private labeled leisure benefits, exit and affinity programs, premium incentives, resort condominium and cruise fulfillment, wholesale and exchange opportunities. GCI is the owner and developer of resorts in California, Colorado, Florida and Tennessee and further owns and leases multiple resort condominiums throughout the U.S., Canada, Mexico and the Caribbean.

TRAVEL CLUBS AND EXIT PROGRAMS



Assured Travel
5958 Priestly Drive, 2nd Floor
Carlsbad, CA 92008
Phone: (800) 939-5936
Email: randyf@AssuredTravel.com
Website: www.AssuredTravel.com
Contact: Randy Fish, ARP
Specialty: Assured Travel is an Accredited A+ BBB Rated business boasting a 4.5 star YELP rating. Assured Travel specializes in tour premiums, exit program and First Day Incentive's. Our newest product is our CLIX Collection which provides Resort and Luxury Resort Accommodations. Our Holiday Passports Collection is an excellent choice for tour generation as well as an exit package. Our licensed and bonded travel agency can customize virtually any type of travel incentive you desire.



Travel To Go
7964-B Arjons Drive
San Diego, CA 92126 USA
Phone 1: 800-477-6331 ext. 108
Email: info@TravelToGo.com
Website: www.traveltogo.com
Contact: Jeanette Bunn
Specialty: Travel To go has been specializing for over 27 years in offering travel club and exit programs, specializing in 8 days, 7 nights luxury resort accommodations, cruises, hotels, and more at discounted rates with 5-Star service.
Please contact us to demo our state of the art membership programs. We offer bookings by phone with 5-Star customer service or online options 24/7.
We are "A+" rated with the BBB, licensed and bonded and offer merchant processing.
Please contact: info@traveltogo.com
800-477-6331, ext 108

// I definitely look at every page of Resort Trades each month to see what is happening in the industry. I find it very informative and know that others on my team are reading it, too."

Jon Fredricks, CEO Welk Resorts LLC

TRAVEL INCENTIVES



Assured Travel
5958 Priestly Drive, 2nd Floor
Carlsbad, CA 92008
Phone: (800) 939-5936
Email: randyf@AssuredTravel.com
Website: www.AssuredTravel.com
Contact: Randy Fish, ARP
Specialty: Assured Travel is an Accredited A+ BBB Rated business boasting a 4.5 star YELP rating. Assured Travel specializes in tour premiums, exit program and First Day Incentive's. Our newest product is our CLIX Collection which provides Resort and Luxury Resort Accommodations. Our Holiday Passports Collection is an excellent choice for tour generation as well as an exit package. Our licensed and bonded travel agency can customize virtually any type of travel incentive you desire.

TRAVEL INCENTIVES



Executive Tour and Travel Services, Inc.
301 Indigo Drive
Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
Specialty: ETTSI Incentive Premiums helps meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. Receiving the greatest value; your customers will be serviced with utmost attention. You are buying direct from the fulfillment company. ETTSI listens, understands the needs of their clients, excel at converting that knowledge strategically and tactically designed sales incentive solutions that work!
Distributor Inquiries Welcome

TURN-KEY RENOVATION SERVICES



Timeshare Makeover
6601 Cypresswood
Ste 200 Spring TX 77079
Phone 1: 832-484-1105
FAX: 281-895-6222
Email: joe@hotelmakeover.com
Website: www.timesharemakeover.com
Contact: Joe Aiello
Specialty: Timeshare Renovations – Conversions – Turn-Arounds
With one call, Hotel Makeover will plan, design, furnish, construct and install every interior and exterior renovation you need – beautifully, turnkey, and within budget. Founded in 1998 by a timeshare board member to address massive guest and ownership issues, Hotel Makeover now serves the entire lodging industry with offices nationwide, the industry's best designers, international buying power, and complete construction.
PLEASE CALL US TODAY.

// For many years, my clients have advertised in the Resort Trades

with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients."

Marge Lennon
President Lennon Communications Group

The Resort Magazine

WHY ADVERTISE?

Respect. Ask any timeshare industry professional: Resort Trades is the most widely-read publication in the business.

Reach. The Trades is mailed to every single resort in the United States, plus distributed to attendees at industry events.

Reputation. The company has been a well-respected leader in the vacation ownership/timeshare industry and the Primary Source of

news about the people and events affecting the business since 1987.

Penetration. Resort Trades, ResortTrades.com and RESORT WEEKLY are essentially the only media reaching all levels of resort professionals, including a subscriber-base of senior-level executives at development, management and timeshare-related travel companies.

Contemporary. Resort Trades is active on Facebook, Twitter, LinkedIn and Google+.

EARN RESPECT

Your ad in The Trades demonstrates an understanding of the resort professional and dedication to the highest of standard of integrity. Our mission is to be of service to industry professionals. Put simply, our Vision Statement is:

“Provide readers with unbiased and supportive information that will benefit them as they seek to provide their owners and guests with perfect vacations.”



NEW LOOK

NEW FEATURES

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 - Merchant account
 - Online contract software

Call Rob 936-499-6224
Rob@echoiceproperties.com

OTHER



Executive Quest
Keep up with what is happening in the Industry by subscribing to the monthly newsletter written by Keith Trowbridge and published by Executive Quest, Inc. Go to www.execq.com and click Subscribe on our Home Page.

TOUR GENERATION

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We can supply high VPG, open minded and qualified mini-vac, d/drive, owner referrals tours. You simply provide names and incentives, we supply the tours. LOTS OF THEM. Contact Paul Andrews at 702-7621798, or by email ptandrews2@gmail.com

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AND COUNTING

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FASTER & EASIER THAN EVER BEFORE**

**AND THREE CHEERS TO YOU FOR ALWAYS BEING
OUR INSPIRATION**

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TO THE WORLD'S SIMPLEST EXCHANGE EXPERIENCE**



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