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# 2018’s Best Kept Secrets of Successful Marketing

by Sharon Scott Wilson, RRP

While the fundamentals of marketing never change – you know, the four “P’s” of Product, Placement, Pricing and Promotion – the Internet has brought about a sea change to every aspect. There are not only new tools rapidly emerging (remember the quick demise of MySpace?), the chatter is almost insurmountable. It’s really hard to be heard above the din.

But the best kept secrets to marketing in 2018 are the same as they were in 1918. While you are using new methods and media to reach prospects, they are still people. Your messaging still follows the strictures of the human psyche. Not much has changed since the days of Dale Carnegie, and he would probably have agreed with the following suggestions:

1. Social proof. This is the herd mentality; let your prospects know ‘everyone’s doing it.’
2. Reciprocity. For ions society has taught children to reciprocate. Everything has a ‘price.’ So, if your customer receives something of value, such as an eBook, a list of today’s most popular vacation destinations or ‘five easy recipes,’ they will feel the urge to respond by providing their name, email and phone number.
3. Commitment and consistency. Be like Geico: in their advertising, they make their point over and over using the same methodology.
4. Scarcity. “No pressure here, but availability is limited!” Communicate grandeur whenever possible.
5. Liking. Be likeable. People buy from those they know, like and trust.
6. Create a sense of belonging. Make your customer feel they are part of the “in” crowd when they’re invited to a special owners-only event, for example.
7. Storytelling. Your blogs, your collateral and your social media will be most effective when you tell a story featuring people. Storytelling is the most compelling promotional tool you have.
8. Use rituals, symbols and events whenever possible. Ask your typical realtor. They will tell you that the words “Grand Opening” or “Super Sales Event” draws a crowd, even though the prices and offerings are the same on a non-event day.
9. Being different is better than being better (unless you get weird).
10. Focus on leads, not sales.

Marketing tactics for 2018 and beyond will depend almost strictly on digital tools: the website, social media sites, online advertising and email. Step one is to review your marketing budget and determine what your resources will be for the year. Step two might be to have a meeting with your team and plan the what, when and whom. From there you can create a calendar for when you will blog, post, email, direct mail (yes, DM is still a useful tool), buy pay-per-click (PPC) ads and make phone calls. (By the way, explore PPC. It is an important SEO optimizer.)

Above all, focus on your website and bear in mind: only great photography sells. Spend the money. The website is you! If your website and photos are sloppy, you are sloppy. Include money shots with people



included. Also pay attention to your site’s layout. The most valuable real estate is the left-hand side. Get viewers to your call to action with a solid landing page. Hold in mind, viewers read websites in the shape of an “F.”

## Everything You Need to Know about Marketing Online

Blog! Blogging elevates your position on Google, which is the most relevant search engine. While this isn’t actually “everything you need to know about marketing online,” it’s still a major point. Analysts who track Google’s algorithm processes are preaching the value of blogging, complemented by a mélange of social media interaction, with every facet driving traffic to the website.

They say there’s a lot of science involved in getting to the top-third of a Google search result page, but it’s not only for those with deep pockets. There are several rules that will help you get to the top, at least in 2018. (Who knows what surprises and challenges are likely to occur by 2019?)

Number one is to pay careful attention to writing attention-grabbing headlines in your blog and social media posts. The best headlines create surprise, ask a question or create curiosity. But with so many marketers relying on formulas for their headlines like “5 ways to leave your spouse” and other rote techniques, it’s getting harder and harder to differentiate your clever headline. So, beware...we marketers will have to keep reinventing the wheel.

And now a little about your content: Try to use your keywords in headlines and the text whenever possible. Use pictures everywhere. Pictures and videos with people telling their own stories, your story...any story...are what’s hot these days. This helps you leverage the human instinct to congregate and engage in

community to gain buy-in (see #1 above, Social Proof). Most people are reluctant to become early adopters. They want to know that others have bought in and are happy with their decision. To urge prospects to take action, they will need to be able to see themselves as part of your world, a member of your tribe. Look for opportunities to give your group an identity, an element of exclusivity. Keep your materials and collateral consistent with being part of ‘The [insert your logo here] Club.’





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Are you or whoever is in charge of your marketing a perfectionist? (I blush to admit sharing this fault, myself.) Experts say, get over it (at least when it comes to creating content)! It's more important to be different, to tell a different story or use a different angle to your photos and artwork. If there's any exception to this, it's your website. If your website isn't amazing, you're losing money. So, here you can be a little bit more of a perfectionist. If you're going to spend money, spend it here.

All of your online efforts are intended to drive traffic to your website. Your social media posts will cross-link to the blog, which will promote visitors to your website and will, in turn, keep your site more relevant to Google.

Every page of your site should have a landing page (pardon the redundancy). In some cases, you may be able to offer a product like an eBook or discount coupon in exchange for contact information. People are accustomed to being asked to give something to get something. But provide a landing page as an option for viewers to fill out, whether it's gated or open.

### Meanwhile, back at the ranch....

If you're not using marketing automation to capture these leads and to respond, shame! Consumers expect an immediate response. They're not going to be surprised or dismayed if you follow up. Quite the contrary; they expect it. And you should have a system in place to repeatedly touch base with those who have made contact with you.

When you do communicate, remember that you are the authority. Your messages convey the fact that there is a uniqueness, value and scarcity to what you are offering. Yes, they don't want to be first to join your community; but, yes! They still want that feeling of exclusivity.

While we're on the subject of operations, let's discuss how you can best manage your digital enterprise. There are a number of software systems to help schedule, manage and track posts. My Google search found several attractive systems, including [buffer.com](http://buffer.com), [zoho.com](http://zoho.com), [hootsuite.com](http://hootsuite.com) and [postplanner.com](http://postplanner.com).

You can find free guidance for social media best practices non-stop online from sites such as [salesforce.com](http://salesforce.com), [mashable.com](http://mashable.com) and [guykawasaki.com](http://guykawasaki.com). At least for 2018, you'll need a presence on Facebook,



Twitter, Instagram, Pinterest and perhaps to LinkedIn and Google+.

As far as the content you post is concerned, there are a few solid rules. Among them are: 1) use names and faces whenever possible, 2) include hashtags everywhere, 3) watermark all photos and 4) keep your design and content consistent with your brand. Not all social media posts need to be design heavy, but they do need to reflect your specific brand.

All in all, remember that SEO is a lifestyle change, not a diet. You're going to need to give it a front seat in your marketing operation, if it isn't first and foremost, already.

Once you've created the basics, you might expand your options by adding an online chat room – a great way to engage and build value with your visitors. At the very least, you will need to plan the work and work the plan when it comes to capturing and responding to online leads. Nurture every lead with VIP recognition. This is when you will begin to recognize and appreciate the ROI of your digital marketing enterprise. May 2018 be your best year, yet!



Sharon Scott Wilson is publisher of *Resort Trades* magazine and the digital publication, *Resort Trades Weekly*. She is CEO of PR/marketing firm SharonINK. Wilson is a registered resort professional (RRP) and Chairman's League member of the American Resort Development Association (ARDA).





# Contents

Articles are online for ease of reading & sharing. Visit us today!

2018’s Best Kept Secrets of Successful Marketing .....	4
by Sharon Scott Wilson, RRP	
Top Team Members:	
Meet the People Who Make the Resort Industry Great! .....	7
By Marge Lennon	
Service Equals Sales but Sales Does Not Equal Service .....	8
By Bill Ryczek, RRP	
México Turismo Sustentable .....	12
Por J. Michael Martinez	
CustomerCount Customer Engagement Professional	
Resort Trades Award Winner .....	16
By Georgi Bohrod, RRP	
DAE Cambiando el Intercambio en Latinoamérica .....	18
The Pioneer Series	
William (Bill) Ingersoll and Stuart (Stu) Bloch of Ingersoll and Bloch	
Chartered (IBC) .....	20
By Marge Lennon	
Vacation Club, el Mejor Activo Hotelero ante el Nuevo Escenario de la	
Industria Vacacional .....	22
Por Alejandro Martín	
Becoming Friends with Technology .....	24
By Kelley Ellert	
Management & Operations Directory Listings .....	10
Supplier Directory .....	26
Classifieds.....	31

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C.A.R.E. www.care-online.org .....	10	Timeshare Makeover www.timesharemakeover.com.....	24
ChlorKing, Inc. www.chlorking.com .....	19	Towel Tracker www.toweltracker.com .....	10
Cunningham Asset Recovery Services www.timesharenonjudicialforeclosure.com ....	8		
Customer Count www.mobiusvp.com.....	15		
Dial an Exchange, LLC www.daelive.com .....	32		
Doty & Sons Concrete Products, Inc www.dotyconcrete.com .....	14		
Everyware www.everyware.com .....	5		
Gasdick Stanton Early, P.A. www.sg-law.us.....	7		
Getaways Resort Management www.getawaysresorts.com .....	14		
Global Connections www.exploreghi.com.....	9,22		
Grand Pacific Resorts www.gprmgmt.com .....	9		
iPlayCo www.iplayco.com .....	5		
Kenyon International, Inc. ....	www.cookwithkenyon.com.....	10	
LaMotte Company www.lamotte.com/pool .....	7		
Liberté Resort Management Group www.libertemanagement.com.....	3		
MasterCorp, Inc. www.mastercorpinc.com .....	11		
Meridian Financial Services, Inc. www.merid.com .....	3		
National Hospitality Group www.nhgvacations.com .....	13		
Resort Management Services www.resortmanagementservices.com.....	19		
Resort Travel & Xchange www.rtx.travel .....	23		

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# Top Team Members

Meet the People Who Make the Resort Industry Great!

## Jenna Duncan, CRM Marketing Manager Breckenridge Grand Vacations

by Marge Lennon



As the Senior Marketing Manager of Customer Relationship Management (CRM) software for Breckenridge Grand Vacations in Colorado, Jenna Duncan lives in an arena of constantly evolving technology in the digital CRM world. She is responsible for sending a steady stream of email campaigns – known as customer lifecycle communications – each year. These include tour generation emails, owner upsell, referral, management of lodging websites for online booking, booking and confirming tours, changing tour times, thankyou messages after purchasing, owner reservations, guest rentals and continuous ownership communications. Jenna estimates that this involves over 850 emails each year to more than 175,000 recipients.

Working with a team of two equally computer savvy professionals, Jenna supports marketing guest services, owner relations, sales, and internet marketing operations. She also handles communications for owner surveys and referrals. This work requires constant analysis, studying trends from previous years and projecting future tour lodging needs.

“We play very dynamic roles in the Marketing department and are always working to create solutions for our customers utilizing the most effective communications, user interfaces and technology to constantly improve the customer experience and ultimately our sales,” Jenna says. “There are many ‘moving parts’ to make this all happen efficiently. This includes multiple stakeholders with different goals, viewpoints, and remaining on top of the changing technology. It is challenging, but truly motivating and helps us all achieve success as one team.”

In her current role about a year, she has been with BGV since 2011 in similar marketing positions with Operations, Inventory management, and guest services, winning many internal awards along the way. Jenna joined Breckenridge right after

graduating with honors from University of New Hampshire with a degree in Finance, where she also played Division 1 soccer. She spent her first Colorado season working in a ski shop. When not at work, you might find her on the adventure trail with her boyfriend – visiting the backcountry, skiing, snowboarding, on rafts or mountain bikes – Jenna teaches yoga for the local yoga studio and was recently a volunteer soccer coach for 9-year-old girls. This true outdoor lady is also involved with Wounded Heroes Family Adventures and helps to maintain bike trails and clean and maintain backcountry huts. Living in Breckenridge enables her to take advantage of these activities right at her front door.

With an incredible work ethic, passion for success, and development and utilization of totally new computer software applications, in 2016 Jenna completely revamped and streamlined her company’s marketing operations, resulting in sales in excess of \$100 million. She created and improved several processes and systems leading to improved efficiency, employee satisfaction, driving sales and cutting costs. To meet increased demand, she negotiated partnership agreements with 15 different lodging partners.

Working with the company’s Information Technology Department, Jenna developed a state-of-the-art Accommodation Inventory Matrix Program that integrates all tour prospect lodging inventory into an organized, user-friendly system. The new system streamlines information and makes it easy to track tour flow, identify room availability, and project future tour accommodation needs. It also gives the Guest Marketing Services Sales Representatives immediate access to accommodation upgrade availabilities.

She truly loves working with her direct team, the entire marketing department, and staff. Adds Jenna, “We are deeply supported by the owners and executives of our company, making this a very positive place to work with endless opportunities for growth. I love the opportunity and challenge of driving forward an industry that may have started out with a negative reputation. I am proud of the company I work for and being able to say that I would sell our product to my friends and family means a lot. I think timeshare is a very efficient way to vacation and we bring incredible experiences and memories to families who may not have otherwise been able to afford such a vacation.”

Continued on page 15



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# Service Equals Sales but Sales Does Not Equal Service

by Bill Ryczek, RRP



A short time ago, I spent a couple of nights at a timeshare resort while on a business trip to Florida. A major snowstorm was forecast for my home state of Connecticut, and it looked like I might be stranded. Would I be able to spend an extra night if I couldn't get out?

During the first day I was there, I had two messages from Owner Services wanting to know if

everything was OK, if I needed anything, and to inform me of upcoming activities. What I wanted, to the exclusion of everything else, was to know whether there was availability for one more night. I called the extension labeled "Owner Services" and asked them. They transferred me to another location where an automated system told me to enter my owner number. When I couldn't, I was disconnected.

I decided to go to the Owner Services desk in the lobby, but the line was long and I had a meeting. A few hours later, I happened to be in my unit when I received Call #3 from Owner Services, asking if there was anything I needed. When I asked them my one burning question, they said they couldn't help with that, and didn't have any suggestions as to who might. But had I heard about the welcome party in the clubhouse?

One of the things the timeshare industry prides itself on is the highly educated nature of its owners. Most people with bachelor's and advanced degrees are smart enough to figure out that what is called Owner Services in many resorts is merely an in-house sales operation. They're afraid to go anywhere near it for fear of being pressured to take a sales tour.

One of the ironies of the sales process (especially for existing customers) is that the best way to sell is not to sell at all but to provide superior service first. Then you can start selling. Whenever someone is described as a great salesperson, the first thought that occurs to me is that



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they are not a very good salesperson. They usually turn out to be fast-talking, slick people who immediately get your guard up. Those who can really sell are usually described as helpful, efficient, and likeable. That's why people buy from them.

I once managed a group of loan officers whose goals were to originate new loans. If you met the group at a cocktail party and were asked to rank them by volume, you would probably get it backwards. There was one gentleman almost everyone would put at the top of the list, someone always described as a great salesman. He was quick with a joke, known and liked by everyone, and was a skilled and experienced lunch companion. He was also at the bottom of the sales list. He didn't know the products very well, over-promised and under-delivered, and couldn't get a deal done.

The person who was at the top—every year by a wide margin—wouldn't have attracted your notice. His main goal at a cocktail party was to leave as quickly as possible, and he often skipped them altogether. But he was incredibly good at taking care of his clients. He could guide them through the process, get done what they needed to get done, and do it all by their deadline. When they called, he answered the phone. When they needed him at their office, he was there. And he was likeable. Despite lacking traditional sales and schmoozing traits, he was by far the best salesperson.

Today there is a strong emphasis on in-house sales, since front line tours are so hard to get. When your prospects are already your customers, the best way to sell them more timeshare is not to pressure them to take a tour, but to service the hell out of them, without appearing to have an ulterior motive. Do everything you can to see that they have a fantastic vacation, and put the sales hat in your pocket until the right time comes along. Every opportunity to provide a service is an opportunity for low-key selling. Help them get an exchange booked. Plan a great activity for the family. Let them know if they can stay an extra night if it snows in Connecticut.

I found a recent review of a timeshare resort on Trip Advisor. It read, in part, "we DREAD the check in process, because it always makes us angry and we end up wishing we had stayed at home - what kind of way is that to start EVERY vacation." There was always something, the

owner noted, like a pool pass or parking pass, that was not available at the front desk and needed to be obtained at another location. "[T] they call it Member Services," the review continued, "or some such nonsense when it is nothing but their high-pressure sales area where no one seems to know the meaning of NO."

Owners who begin their stay angry are not likely to be good prospects for upgrades. Substituting sales for service will result in fewer rather than more sales, whereas fantastic service and a great guest experience will lead to more sales. If you have a family of four in residence, you have three in-house sales people with the decision maker virtually every hour of every day. If the kids are having a fabulous time, they're going to do a better job on Mom and Dad than the best salesperson on your line. Put the Service back in Owner Services and it will turn into a sales center on its own.



*Bill Ryczek is a principal of Colebrook Financial Company, a lending institution specializing in timeshare finance. The above article appeared in a recent edition of that company's newsletter, The Colebrook Chronicle. To subscribe, visit [www.colebrookfinancial.com](http://www.colebrookfinancial.com).*





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# México Turismo Sustentable

por J. Michael Martinez

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La diversidad ecológica de México se encuentra entre las mas grandes de cualquier país en el mundo con una abundancia de ecosistemas desde los desi-ertos del norte a los bosques centrales de coníferas y los lluviosos bosques tropicales del sur.

El turismo es una de las más grandes y más lucrativa industrias de México, y mientras el turismo ha traído trabajos y crecimiento a México, también ha creado muchos de los problemas ecológicos. Cancún puede ser el ejemplo del más alto perfil: el rápido desarrollo de un poblado rural a una destinación internacional de resorts, Cancún importó césped de la Florida para sus campos de golf, inadvertidamente introdujo una enfermedad que aniquiló las palmas locales de coco. También se amenazaron los manglares, los cuales son los hábitat clave para especies nativas y vitales que protegen la tierra de huracanes y erosión.

El gobierno de México se ha comprometido a un de-sarrollo responsable y sostenido del turismo, estab-leciendo ocho objetivos:

- Mantener la integridad del ambiente
- Fortalecer la conservación de los parques naturales y del patrimonio natural.
- Valorar la riqueza de la cultura de las comunidades como un beneficio para el turismo.
- Mantener la integridad de la cultura; respetar y comprender las costumbres, cocina tradicional, lugares históricos, artes y artesanías, interacción con comunidades.
- Asegurar la participación en turismo para promover su bienestar.
- Desarrollar programas educacionales y educación ambiental para ayudar a fortalecer comunidades locales.
- Promover productos regionales de origen natural.
- Alentar el desarrollo de practicas y patrones para un sostenible turismo.

El turismo también ha fomentado el desarrollo del conservadurismo ecológico. México es el hábitat de siete de las ocho especies de tortugas de mar, aunque la población total de tortugas fue diezmada en ambas costas como resultado del crecimiento del turismo y la sobrepesca local. Recientes reportes de éxitos como Puerto Escondido, en Oaxaca, donde las tortugas de mar son ahora protegidas por los locales, o en la Riviera Maya en Yucatán, donde los biólogos marinos están trabajando con los hoteles para proteger a las tortugas en nidos y sus huevos demuestran los beneficios de vincular el turismo con el conocimiento local.

El Caribe Mexicano apoya el Gran Arrecife Meso-americano, el segundo más grande arrecife en el mundo, el cual se extiende hacia Honduras. Este arrecife y otros ecosistemas marinos se enfren-tan a una presión creciente por la sedimentación, la contaminación, la sobrepesca y las actividades recreativas exploratorias, todas recién asociadas al crecimiento del turismo regional.

Otra preocupación ahora es el uso de protectores solares y otros pro-ductos químicos aplicables cuando los turistas visitan los destinos turísticos de México. Reciente es-tudios científicos han demostrado que los productos químicos en los protectores solares pueden dañar a largo plazo los arrecifes de coral, coleccionarse en agua dulce y hasta acumularse en su propio sistema corporal. La Riviera Maya, la costa del caribe de México, recibe más de 2.5 millones de visitantes cada año, muchos de ellos basados en su raro ambiente marino – una única combinación de cenotes de agua dulce y del se-gundo más grande arrecife de cor-al del mundo. Unas pocas onzas de protectores solares multiplica-das por 2.5 millones es igual a una sustancial cantidad de daños productos químicos suspendidos en el océano y en el agua dulce. Eso es por lo que las excursiones a Sian Ka’an Biosphere Reserve y a los “water parks” Xcaret y Xel-Ha le preguntan cuando va a nadar en el océano o en los cenotes si usa solamente biodegradable protector solar o si no usa ninguno.

## Cuestiones de Derechos de Animales

**Toreo** – El Toreo es considerado una importante parte de la cultura Latinoamericana, pero antes que usted atienda a una corrida, usted debe saber con probabilidad que los toros (al menos cuatro) última-mente serán matados en un espectáculo sangriento. Eso dicho, una corrida de toros es una vista dentro de la comprensión del pasado colonial español de México y el tradicional machismo en pantalla com-pleta. El toreo tiene lugar en pueblos tan diferentes como Tijuana y Puerto Vallarta, y ambos ofrecen un espectáculo colorido como ninguno otro, con una banda tocando; la acostumbrada mirada de macho del matador; hombres sacudiendo las cabezas por menos que perfectos tornados de la capa; y mujeres excesivamente maquilladas cantando “Ole,” agitando sus pañuelos blancos y arrojando rosas, chaquetas y sombreros a los pies del matador. Hay un minúsculo chance que si el toro pone un buena pelea o traspasa sus cuernos a través de la pierna del matador, se salvará para ser un criador. Esto sucede solo en raras ocasiones.

**Nadar con Delfines**—la captura de delfines fue prohibida en México en 2002. Los únicos delfines añadidos al programa de natación con delfines, son delfines que han nacido en cautiverio. Esta ley puede haber aliviado las preocupaciones sobre la muerte y las implicaciones de la captura de delfines, pero



la controversia no ha terminado. Se ha sabido que organizaciones locales han pegado notas a anun-cios de Dolphin Discovery en revistas distribuidas en hoteles en Cancún. Biólogos marinos quienes trabajan en programas de natación con los delfines dicen que los mamíferos están prosperando y que los programas proveen un fórum para investigación, conservación, educación y operaciones de rescate. Los defensores de los derechos de animales man-tienen que teniendo estos inteligentes animales en cautiverio no es más que una explotación. Estos argumentos son la base que privados programas de delfines no cualifiquen como “exhibición pública” en el Acta de Protección a Mamíferos Marinos porque las tarifas de entrada prohíben la participación de la mayoría del publico.

## Ejemplos de Resorts Ecológicos

México ofrece una serie de hoteles y resorts que cuidan los ambientes locales mientras ofrecen todo tipo de lujos que pueda desearse. Esta es una lista de algunos de los resorts lideres en este esfuerzo.

### Majahuitas Resort, Jalisco

Consiste solo de ocho “casitas” para huéspedes situada en una preciosa ensenada aislada en la



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Bahía de Banderas, este eco-sensitivo resort es solo accesible por botes, lo cual provee una maravillosa sensación de aislamiento.

El hotel esta situado en tierras comunales que pertenecen a la comunidad indígena de Chacala (los dueños del resort tienen un contrato de arrendamiento de veinte años) así que no hay temor de futuros desarrollos en este pequeño Edén. El resort funciona con energía solar (no televisión, aire acondicionado o teléfonos), siendo un lugar ideal para personas buscando una tranquilidad feliz. Compostaje, inodoros de bajo-flujo, plantaciones indígenas y un robusto programa de reciclaje son todas las gran iniciativas practicadas aquí.

### Hotel Xixim, Yucatan

Este rústico pero sofisticado resort está situado en el Golfo of México en la costa de la Península de Yucatán, cerca de la colonia de los famosos flamencos rosados que tienen su residencia en la soñolienta playa del pueblo de Celestun. El mínimo estilo de aire-libre diseño del lobby central con techos de paja y los 15 "bungalows" optimizan el cruce de brisas mientras permiten una gran vista de los alrededores naturales. Junto con los métodos de construcción eco-sensitiva y las plantaciones indígenas, el hotel tiene un comprensivo programa de reciclaje (eso incluye un reciclaje de agua) y la facilidad para comprar productos y mariscos localmente.

### Hotel Akumal Caribe, Quintana Roo

Esta propiedad de frente a la playa esta en la serena bahía de Akumal (lo cual significa "Un lugar para tor-

tugas") entre jardines tropicales. Las acomodaciones están en la casa principal, "bungalows" en jardines, condominios para familia o villas de lujo. Iniciativas de Control de Basura, un Akumal programa de recicle, un programa de preservación de agua y otros esfuerzos que hacen a este hotel un modelo de un activismo exitoso del cuidado del medio ambiente. Junto con varias impresionante iniciativas ecológicas, los dueños del hotel fundaros eco-iniciativas CEA – Centro Ecológico Akumal – una organización dedicada a supervisar y preservar los canales y la fauna silvestres, mas notablemente las tortugas de mar de la región de Akumal.

### Hacienda Tres Ríos, Quintana Roo

Localizada en el parque natural de Tres Ríos en la Riviera Maya, esta propiedad como el nombre sugiere está intersectada por tres ríos. Hay también varios cenotes, junto con 326 acres de una selva tropical. En un ingenioso ejemplo de simbiosis, la hacienda usa agua fría de un pozo profundo para enfriar los sistemas de aire acondicionado, entonces captura el calor de esos aires acondicionados para calentar el agua para las habitaciones.

### Fairmont Acapulco Princess, Guerrero

Un ostentoso gigantesco hotel de 15-pisos en forma de una pirámide Azteca posiblemente no exactamente proclama un programa ecológico pero no permita que lo que luce lo engañe. La propiedad tiene en lugar varias iniciativas "verde", incluyendo tratamiento de agua y recicle, eliminando bañeras en las habitaciones e instalando duchas con ahorro de agua, participación en eventos en "Earth Hour" y

el uso de productos ecológico en el "Willow Stream Spa." El hotel tiene un dedicado equipo que supervisa las actividades ambientales y los programas de recicle de la propiedad.

### Tulum, Quintana Roo

Gracias a la remota situación entre la jungla y el mar y largamente en una infraestructura no desarrollada la zona del hotel en Tulum ha logrado lo que mucho de las muy-desarrolladas regiones turísticas luchan por obtener: instantáneos credenciales ambientales. Muchos de los resorts y "bungalows" a lo largo del este idílico lugar de la costa del Caribe operan fuera de lo usual, confiando en energía solar y eólica, evitando accesorios que consuman energía tales como aires acondicionados y animando a los huéspedes a relajarse con actividades como yoga y caminatas en la playa. Si usted desea arena entre los dedos de los pies, en busca de experiencias en la naturaleza sin escatimar en lujos como buenas comidas, noches de diversión y actividades deslumbrantes, Tulum es la vacación soñada.

The Trades tiene confianza que el gobierno de México, junto con la ayuda de los hoteles de turismo, las compañías de giras y los turistas que los visitan, podrá mantener una ecológica y sostenible industria de turismo bien en el futuro.



*J. Michael Martinez 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).*





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# Top Team Members

Meet the People Who Make the Resort Industry Great!

Continued from page 7

## Carlos R. De Jesus, CAM General Manager, The Hammocks at Marathon Bluegreen Resorts



Natural disasters seemed to be everywhere in 2017. In the Florida Keys, Hurricane Irma destroyed or severely damaged up to 15,000 residential units, including vacation homes. This was more than 25% of the total homes in the Keys, according to Monroe County estimates. That includes nearly all the 7,500 mobile homes outside Key West, home to many hospitality and service industry personnel.

When Irma touched down just a few miles away in September, Carlos R. De Jesus, CAM and General Manager of Bluegreen's Hammocks at Marathon, nearly half of his staff of 25 were displaced. The resort was damaged extensively and remained closed until December 16, 2017; fortunately, due to approval from the resort's Board of Directors and Bluegreen, Carlos was able to host 12 displaced employees and their families while they worked to repair their homes. Sadly, three associates moved away from the Keys because they couldn't put their homes back together.

Affordable housing for employees in the Keys is a normal challenge; after Hurricane Irma, it was non-existent. Many individuals are forced to drive over an hour from southern Florida to find affordable housing and the toll of long commutes drives high turnover. With the area home to an ever-increasing community from Cuba and Puerto Rico, English is not the first language, adding to the challenge of securing talent.

Staffing challenges meant that Carlos handled many food and beverage operations in addition to his role as resort manager. In reflecting on the months that followed, Carlos added, "Hurricanes Irma and Maria were the most significant challenges I've had to overcome. With Irma, I saw the devastation of homes of our associates, community and the damage to the resort. I knew it was important to be a leader who remains strong to help the team, be aware of the needs of each individual, and allow the time needed for the rebuilding process. Puerto Rico's Hurricane Maria was also high on my mind because that's where the majority of my family lives and communication

was non-existent for many weeks. In the end, everyone was safe at The Hammocks and home in Puerto Rico. The experience has made me stronger at heart."

Something else positive happened at the 58-unit Hammocks waterfront resort with a 15- boat slip marina, charter captains, water sports and a Tiki Bar. A "Give & Getaway" experience was created for Bluegreen owners. After damage repair had been initiated, Owners were invited to stay at the resort prior to its re-opening to volunteer, helping with debris removal and other storm-related chores in the community. Amazingly, 25 caring families agreed to the program; helping restore the community and bring revenue to the local businesses suffering from the lack of tourism following the storm devastation.

The work performed was real with daily schedules averaging four work orders per week on various area homes. With encouragement from Carlos and his team, these generous owners partnered to remove exterior storm debris at individual homes and at Crane Point, a 63-acre tropical oasis of hardwood trees, nature trails and educational displays.

Serving as the Hammocks GM since 2006, Carlos is an award-winning hospitality veteran with 33 years of experience – including former work with Carnival Cruise Lines and Holiday Inn resorts in Miami and Puerto Rico. His job is his obsession, and he truly enjoys working side-by-side with a diverse team that deeply cares for providing positive guest experiences. Originally from Puerto Rico, he is the next-to-last of 16 children. He has three grown children, three grandchildren and loves to cook. For the past eight years, Carlos has been working with KAIR, (Keys Area Interdenominational Resources), a food pantry and emergency services organization that helps those in need in the Florida Keys.

"Working in this industry provides the opportunity to meet and make never-ending professional ties to owners and guests," Carlos says. "Our timeshare owners clearly have a pride of ownership, which encourages them to take full advantage of the investment they have made. Whether celebrating a birthday, anniversary or having a cup of coffee in the lobby talking about the weather, I love my role in helping make their daily dreams come true."

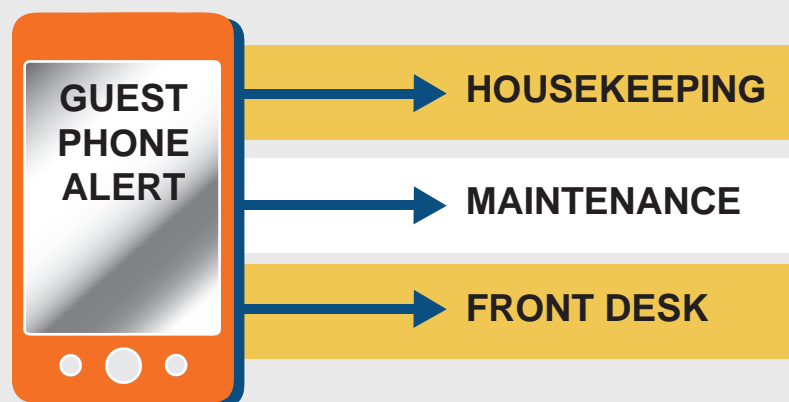
"Carlos is a unique leader with a rare combination of knowledge, compassion and resilience that has made him a true asset to our organization", shared Ada Grzywna, Senior VP of Resort Operations for Bluegreen Resorts. "He is laser focused on delivering personalized services to our guests regardless of the challenges he faces in a very difficult labor market. In the face of adversity, Carlos thrives and surprises us with his calm demeanor and unselfish dedication to hospitality. He truly puts the needs of others ahead of his own and is fully committed to delivering great experiences. We are very fortunate and proud to have Carlos leading one of our finest teams as he is a true representative of our values and passions for service."

Continued on page 19

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# CustomerCount Customer Engagement Professional Jeff Brock, GM / Grand Pacific Resorts' Carlsbad

by Georgi Bohrod, RRP



CUSTOMER ENGAGEMENT PROFESSIONAL  
Award



When the call went out for nominations for the CustomerCount Customer Engagement Professional (CEP) Resort Trades Award®, the slate of candidates came from all walks of front line professionals. Resort General Managers made up most of the nominees. As GMs, their positions influence members/owners and employees directly, shaping their role as Customer Engagement Professionals at every level. Whether by direct contact or by training and influencing their team members, these individuals stand out in their excellence in hospitality and engagement at every level.

The selection process was not easy. The candidates represented the best of the best. But, at the end of the day, we had a clear winner: Jeff Brock, General Manager of Grand Pacific Resorts' (GPR) Carlsbad Seapointe Resort.

The award, which recognizes outstanding leaders who exemplify customer engagement within the resort/hospitality industry, is ultimately based on CustomerCount's® software and scientific analysis of numerical ratings of extraordinary interactions with members/guests; remarkable improvements in on-site ratings

of the resort; innovative training techniques and outstanding social media mentions and reviews. Nominations also included detailed narrative insights regarding the leader's performance and contribution showing how the nominee's efforts and achievements significantly impacted the team, company, and/or community.

Jeff—a Grand Pacific Resorts employee for over five years and GM for four, was awarded the CustomerCount Customer Engagement Professional (CEP) Resort Trades Award primarily based on the hard data of dramatically improving both associate and consumer satisfaction scores at Carlsbad Seapointe Resort—and the remarkable anecdotal stories of how he made this happen.

Known for an enthusiastic can-do attitude, his influence dramatically helped GPR improve associate satisfaction scores from 60% to 95%, an increase of 35 points, while reducing turnover rates across all departments. He says that "If you serve your associates, they will serve your guest."

Jeff's dedication has improved TripAdvisor resort ratings. They have leapt from ninth to a spot at #5 out of 36 in Carlsbad, CA—even with a full renovation going on. He has also led the portfolio of resorts with the highest Reputation.com score month after month for the entire year with an average of 865 while the industry average is about 500.

Grand Pacific Resorts nominated him because (as their entry stated) "He believes that paying it forward and celebrating associate accomplishments is the best way to build a vibrant passionate team. He empowers his team through educational programs, coordinating a financial training program for mid-level managers to teach the concepts of reading financial statements, understanding budget preparation, and comprehending the various metrics used to benchmark success. The goal of the program was to assist associates to further professional growth within the organization. As a result, he mentored two Front Desk associates to be accepted into Grand Pacific's Leadership Development Program."

## The 2017 CustomerCount Customer Engagement Professional (CEP) Resort Trades Award®

"This is the second year we have teamed with Resort Trades to present this important award," says Bob Kobek, President of CustomerCount®. The nomination process included completing an online nomination survey to compile the nominee's qualifications and qualities. CustomerCount's online feedback system measures and reports customer feedback through branded, customized online surveys, and this system can be utilized in numerous ways—including an efficient method in determining the winner of this award for its second year.

CustomerCount is a feature-rich, cloud-based survey solution providing intuitive real-time reporting, fast turnaround on requested updates, and detailed and dynamic data gathering capabilities to support process improvement efforts, build customer loyalty and improve the bottom line. Developed and managed by Mobius Vendor Partners, CustomerCount was initially designed for the timeshare and contact center industries and is now used by organizations across numerous different vertical markets and industries.

"We are true believers in the importance of Customer Engagement Professionals who deserve special recognition for the extraordinary role they play in making the guest experience exceptional. We are extremely proud to have Grand Pacific Resorts and Jeff Brock honored as outstanding members of our hospitality industry."



# Exceptional Resort Trades Award Goes To... Grand Seapointe Resort

Jeff's passion is equaled by his devotion to guest engagement and satisfaction. He rein-vigorated a languishing activities program by hiring a new Activities Director who executed his vision of recreating a robust schedule of owner favorites and new activities such as "Wine and Paint," as well as Water Aerobics. The success of this new energy contributed to the significant improvement of Guest Satisfaction Scores.

When it comes to training, hiring and strategy, Grand Pacific Resorts looks to Jeff as a leadership resource. He serves on numerous committees including serving as the Safety Committee Lead. He also leads monthly General Manager PowWow meetings among all resorts, and is on the Tech 5 Committee, which focuses on innovating via technology.

A true family man (who lives in San Diego's north county with his wife and two children), he donates his time to Make A Wish Foundation and works with the local Community Resource Center where he helps coordinate an annual Holiday Gift Basket Program that serves 5,000 every year.

Grand Pacific Resorts' corporate culture focuses on award-winning service. Jeff Brock comes from a team developed by GPR, which credits its longevity, stability, and growth to its passionate service culture dedicated to associate development, owner and guest satisfaction, and giving back to the community. GPR professionals, such as award winner Jeff Brock, take great pride in managing their resorts and creating memorable vacations for over 70,000 families each year. And it shows.

Jeff was selected from a group of exceptional finalists who were nominated for the CustomerCount Customer Engagement Professional (CEP) Resort Trades Award. Close runners up were Alberto Berriel, Raintree Vacation Club -- Club Regina, Puerto Vallarta and Joanni Linton, Breckenridge Grand Vacations --Grand Lodge on Peak 7.

"We are proud of our honorees," says Sharon Wilson, RRP, publisher of Resort Trades. "These are the people who interact directly with our owners/members day in and day out. It is because of these exceptional professionals that resort guests enjoy memorable and carefree vacations."

For more information, visit [www.customercount.com](http://www.customercount.com) or call 317-816-6000. Follow them at <http://www.customercount.com/blog/> on Twitter @CustomerCount or [facebook.com/CustomerCount](https://www.facebook.com/CustomerCount).

## A slate of highly qualified candidates



In addition to Jeff Brock, two other highly deserving professionals were named as runners up for the 2017 CustomerCount Customer Engagement Professional (CEP) Resort Trades Award: Alberto Berriel, Raintree Vacation Club -- Club Regina, Puerto Vallarta and Joanni Linton, Breckenridge Grand Vacations --Grand Lodge on Peak 7.

Alberto does an amazing job as General Manager of Club Regina; and—among his myriad other accomplishments-- he is credited for starting the resort's annual Lemonade Day where employee's children run lemonade stands and guests act as judges. Club Regina consistently receives Raintree's highest customer satisfaction ranking and Alberto has even been invited to guest's homes as they regard him as family. Now that's customer engagement!

Joanni, GM of Grand Lodge on Peak 7, has instituted a policy at whereby she or a member of her team responds personally to all guest post-stay surveys, regardless of how high or low they rank their resort experience. Her influence on her team is heartfelt, as she organizes potlucks and cook-offs to build team adhesion and loyalty. The resort has enjoyed record high levels of occupancy, and guest satisfaction surveys indicate that the heavy workload that accompanies high occupancy levels has been handled efficiently to keep everyone happy.





# DAE Cambiando el Intercambio en Latinoamérica

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El intercambio es un valioso beneficio con el que los propietarios de tiempo compartido cuentan. Ésta les provee la libertad de explorar el mundo siendo propietarios de una unidad en un complejo vacacional fijo. Sin embargo, con el pasar de los años, algunos propietarios de Latinoamérica se han desilusionado por el continuo incremento de precios, las reglas complicadas o la disponibilidad tan limitada de intercambio.

Una compañía de intercambio se ha dado a la tarea de cambiar el intercambio. DAE ofrece más por menos con su nueva opción de membresía, precios bajos por intercambio y simple intercambio de semana por semana. Esto significa que los miembros que viajan más gastan menos, en un mercado que incrementa continuamente sus precios.

“En DAE, nuestro objetivo principal es lograr que los dueños de tiempo compartido viajen,” dijo Francis Taylor, Director General, DAE Global. “Hemos cambiado el intercambio teniendo en mente a nuestros miembros y creamos un modelo dirigido a ellos para cubrir sus necesidades de intercambio sin cobrar cuota alguna hasta no haber logrado nuestro objetivo.”



Francis Taylor

Fundado en 1997, DAE cuenta con 11 oficinas en el mundo, proporcionando así servicio personalizado y local a sus miembros, teniendo claras las necesidades específicas de la región donde operan. El servicio al cliente es la esencia de la organización, y han sido continuamente reconocidos como la organización proveedora del mejor servicio al cliente en los premios anuales Prespective Magazine Awards.

Ahora también enfocados en sus miembros en Latinoamérica desde su oficina en México, la calidad de su servicio ha crecido; cuentan con un equipo en

esa región, así como un sitio web en español y opciones de preferencia de idiomas disponibles para sus miembros latinoamericanos.

“Nuestro éxito hasta este momento se debe a la convicción inquebrantable a nuestros principios” dijo el Sr. Taylor. “Valoramos a nuestros empleados, aceptamos la innovación, pero lo más importante para nosotros es nunca olvidar el motivo por el cual estamos aquí. DAE siempre será parte de negocio que brinda las mejores vacaciones a la gente y que nunca cambiará”

DAE también son pioneros de la plataforma “Solicita Primero”, la cual es responsable de más del 50% de todos los intercambios hechos a través de DAE. La plataforma en línea de DAE es muy fácil de manejar y tiene acceso a inventario disponible las 24 horas del día. Si un miembro no puede encontrar exactamente lo que está buscando, simplemente llenan un formato de solicitud en línea o contacta a un agente amigable de DAE. El seguimiento de la solicitud se da ya sea por el sistema automatizado en la plataforma en línea de DAE que envía una alerta al miembro cuando encuentra una unidad vacacional disponible que cubre los requisitos solicitados o a través del equipo de servicio a clientes, a cargo de un agente que estará se pondrá en contacto con los complejos vacacionales, socios de intercambio y otros miembros directamente.

A pesar de que su servicio fue creado tomando en cuenta a sus consumidores, una gran parte del crecimiento de DAE, especialmente durante los últimos 10 años, ha sido su enfoque a negocios de la industria, el apoyo a complejos turísticos, desarrolladores, asociaciones de propietarios y afiliados a tiempo compartido ofreciendo soluciones flexibles que logran resultados.

El gerente del desarrollo de negocios en DAE, Adrian Hammond, cree que el intercambio es una parte esencial para lograr una venta, pero su capacidad para generar prospectos es más valiosa. “A pesar de que reservaciones entrantes sea un derivado de trabajar con cualquier compañía de intercambio, DAE reconoce que el buen servicio al cliente y un buen manejo de reputación de marca son clave en convertir prospectos en clientes”, comenta el sr. Hammond. “Cuando los miembros están satisfechos con la decisión de su adquisición debido a que invirtieron en un producto funcional, la probabilidad de que continúen invirtiendo es mayor.”

Comenta que eso es una gran ventaja para los desarrolladores de complejos ya que los parámetros de medición del éxito son el valor por huésped (VPG) y valor por tour (VPT), tomados en cuenta separados o en combinación. “Considerando el continuo incremento de costo para generar prospectos, los desarrolladores están enfocados en recibir prospectos de calidad y no simplemente cantidad. El bajo costo de intercambios domésticos e internacionales que ofrece DAE es constante sin importar en que parte de América radica nuestro miembro.

Esto es solo una muestra de cómo es que cuidamos los intereses de nuestros clientes y la industria, lo cual beneficia a todos.”

El enfoque del sr. Hammond en DAE ha sido crear soluciones para el mercado de Latinoamérica que generen resultados para ambos, miembros y complejos. “Como miembro de DAE, el dueño de tiempo compartido tiene control total de su membresía, haciendo la posibilidad de solicitar un ascenso de unidad o bien comprar semanas adicionales aún más atractiva. Cuando un miembro tiene más opciones, paga cuotas más bajas y además recibe un excelente trato, hemos notado que al estar satisfechos con su propiedad aumenta la probabilidad de aumentar su inversión en su propiedad vacacional y de esta forma seguir cultivando memorias para toda la vida. Realmente creemos que ese es el motivo por el cual DAE es un complemento perfecto para cualquier programa, ya sea tiempo compartido, club vacacional, programa de lealtad o club de viajes. Podemos facilitar productos y servicios hechos a la medida para propietarios de semanas tradicionales, clubs de puntos, club de créditos y programas de lealtad, para que valga la pena para ellos.”

DAE es reconocido por su modelo de negocios enfocado a sus miembros el cual muchas veces pasa desapercibido por complejos y desarrolladores que buscan socios de intercambio o afiliados. “Los desarrolladores enfocados en el mercado latinoamericano podrán beneficiarse mucho al añadir a DAE a sus beneficios”, Director Regional de América en DAE Global, Corbett Howard. “Ya sea teniendo en mente como beneficiarios a los miembros o complejos turísticos, DAE ofrece un gran número de soluciones para miembros y complejos por igual.



Corbett Howard

Contando con opciones como plataformas de intercambio de compañías afiliadas, beneficios adicionales al nivel Gold Advantage, administración de inventario y acceso a propiedades en renta a través del sistema mundial de miembros, DAE ofrece soluciones que se adaptan a las necesidades individuales de complejos turísticos y desarrolladores. “No somos una compañía a la cual los clientes se tengan que adaptar,” dijo el sr. Howard. “Al ser una compañía flexible e innovadora nos hemos convertido en un valioso aliado de la parte empresarial de la industria de propiedades vacacionales”.

Para obtener información adicional sobre precios de intercambio y beneficios de desarrolladores que DAE ofrece, contacta a Adrian Hammond en DAE, Adrian.Hammond@DAELive.com



# Top Team Members

Meet the People Who Make the Resort Industry Great!

Continued from page 15

## Dick Stuurwold Maintenance Supervisor, Tortuga Beach Club Hilton Grand Vacations



Serving as the Maintenance Supervisor for a 37-year old timeshare resort may sound like the supreme challenge for some maintenance professionals, but for Dick Stuurwold this is not the case.

Dick heads the four-person maintenance team at Tortuga Beach Club on Sanibel Island, Florida. Managed by Hilton Grand Vacations, the resort features 54 two-bedroom units in seven two-story buildings overlooking the Gulf of Mexico.

With the resort for 22 years, Dick oversees the daily operations of the maintenance team, guides the scheduling of repairs, orders materials and guest supplies, and distributes weekly linens for subcontracted housekeeping services. There are 250 palm trees on the 6-acre property which require trimming from a tall boom lift several times a year, which he is certified to operate

"The technology that is changing all around us has impacted the maintenance of our resort even more than the need for interior renovations and exterior paint," said Dick. "When our resort was built 37 years ago, it was not wired for cable or HDTV, the Internet or computers, which did not even exist then. In recent years, we have hard wired every unit with two wireless access points and have control rooms in each building for internet services. Because families today vacation with multiple electronic devices, we must constantly improve band width and internet service and are now in the process of rewiring all the units."

By installing the new internet system themselves, Dick and his team have saved the association \$20,000 but they know it must be constantly modified to remain updated.

Technology has also moved to LED lighting, which was very expensive when it first came out. "Now it is more affordable and we are trying to

systematically replace lighting all over the resort," he says. "Because we are a beachfront property, there are always the issues of salt water corrosion, sand and suntan oils impacting everything from the pool to unit furnishings."

But what could be supremely challenging for other Maintenance chiefs is relatively a breeze for Dick. This is because he is backed with solid property management led by Betsy Cain, a strong resort GM who has been on the property 34 years, and a board of directors that is very proactive in doing things at the resort to maintain, rather than repair. He adds that the resort has a complex reserves schedule that the board and management review several times a year, keeping everyone in sync and looking towards the future.

Adds Dick, "For us, the work is a total team effort. We work with Betsy and a very special Board overcoming all challenges with team and board approval. Instead of talking about it, when we see something, we do something."

The resort was developed by The Mariner Group, which was one of the pioneers of the industry, developing its first resort in 1976. Tortuga opened in phases, beginning in 1981. In 1992, Mariner entered into a joint venture with Hilton Hotels, ultimately morphing into Hilton Grand Vacations.

"After 22 years here, I know a lot of the guests personally and look forward to following the growth of their entire families. Because of our resort's long history, we have many 3rd and 4th generation owner families so we even get to meet the grandkids."



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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# The Pioneer Series

## A Resort Trades Salute

**William (Bill) Ingersoll and Stuart (Stu) Bloch of Ingersoll and Bloch Chartered (IBC) -**

by Marge Lennon



Most of today’s seasoned timeshare professionals who were around in the early days of this industry know that it was built by true entrepreneurs who had a relentless drive to build something new. Fueled by an overwhelming desire to excel, they took risks as they traversed virgin territory, leading the way for others to follow.

But timesharing was so new and complex in the 1970s, early developers didn’t really know how to make it work for their companies or the consumers. Laws and regulations were needed to help shape the industry. If any new industry ever needed legal help, it was this one.

Enter Washington, D.C.-based attorneys William (Bill) Ingersoll and Stuart (Stu) Bloch of Ingersoll and Bloch Chartered (IBC). The legal issues they resolved after working with land developers showed them potential pitfalls and possibilities with timesharing. Their mission soon became how to figure out the structure and legal basis for timesharing and advise the industry what they had to do to make it successful.

Reminisced Bill Ingersoll, “In the beginning, around 1973 we had a land developer client who owned a failing hotel who had read about a property in France that was being sold in time increments. He reached out to us to figure out how to do this in the United States. We designed a license program that soon morphed into ‘right-to-use.’ This later became a deeded ‘Fee’ product to conform to regulation and sales issues. We were the first to obtain title insurance for timeshare interests through Lawyers Title of Richmond.”

“This was the ‘wild west’ of the industry,” he continued, “with characters straight out of a Tom Wolfe novel. We had a client sued by the FTC and arrested for trying to carry a concealed weapon into court. We represented so called ‘timeshare salesmen’ selling from the exchange catalogues without a real product to sell. The industry was rife with misrepresentation and fraud. We quickly recognized that if timeshare was going to work, we needed enabling timeshare laws since the Feds were threatening to outlaw timeshares. Through ARDA we were able to draft laws and regulations that were adopted in all states. This ultimately protected consumers, legitimized the industry and led to the major hotels, public companies and lenders finally jumping on the timeshare bandwagon.”

One of the vehicles Ingersoll and Bloch created to overcome early negative industry publicity was the ARDA International Foundation (AIF), an independent arm of

ARDA. They donated the first \$25,000 and raised \$1.5 million in pledges at a Chicago convention in 1977. Today, the foundation is the centerpiece of research on all aspects of timesharing, relied upon by media outlets and financial analysts on a regular basis.

Ingersoll and Bloch brought in Stephany Madsen (who Stu nicknamed “SAM for her initials) in 1975. Her journalism background helped the attorneys explain new legal concepts and laws as well as drafting comment and changes on the fast-moving laws. Without SAM, their approach was too legalistic. Although not an attorney, she was the editor of the firm’s law reporter publications and became a leading expert on timeshare law; the publications became the definitive source for new timeshare laws and regulations, known internally as the Timeshare Bible. Some desperate states even adopted Ingersoll and Bloch’s summaries of laws – including typos – in lieu of writing their own! People came to their office in Washington DC asking where they could see the law library. The attorneys directed people to SAM’s office downstairs, where some were surprised to find a young woman! She became the go-to person and somewhat of a traffic cop. She helped industry newcomers understand the complex timeshare product and kept everyone on the right track.

Shared Stuart, “In the 1980s, when timesharing was looked upon with disdain, SAM served as the industry’s front line of defense, working with ARDA members, legislators and regulators, and managing to establish credibility on behalf of developers. She was a behind-the-scenes professional who served as the catalyst for regulatory and legislative changes in more than 30 states, assisting ARDA in the monitoring of state regulatory and taxation initiatives. After ten years with IBC, ARDA hired SAM as the VP and executive director of the National Timesharing Council in 1985. She then led the association’s state affairs office from 1990 to late 2005, where she remained a legislative advisor until 2013.

Now retired and living in Arizona, SAM recalls, “I became the dispatcher of legislative information, which was changing on an almost daily basis back in the early 80s. Often, I had to fend off developers who asked ME for legal advice, explaining that I was not an attorney. But it was truly a blast and I was learning new things every day. Working with Bill and Stu was a constant learning experience. They are truly brilliant attorneys who did everything in their power to ensure that the timeshare industry succeeded. Between the creative people and ideas, it was never, ever boring.”

Ingersoll and Bloch received an award from ARDA for helping to pass an amendment to the Federal Bankruptcy Law to protect the interest of timeshare owners in the event of developer bankruptcy. This originated from the Sombrero Reef lawsuit in the Florida Keys. Had they not been involved with this right-to-use case in the 1980s, today’s timeshare industry may have never happened.

“It was a great time to be at the forefront of a new industry which would ultimately become highly regulated,” added Stuart. “We held conferences and seminars throughout the country to educate developers, lawyers and regulators on how to structure developments and comply with timeshare laws. As a law firm, we did not have to research and study the law: we were making the laws in the area of our practice.”

A former University of Miami student-body president, Stuart attended college on a golf scholarship and once wanted to play professional golf. Instead, he went to law school at Harvard University and represented the fourth generation of his family in their land-development business. Stuart’s wife, Julia Chang Bloch, a native of Shanghai, China, served as U.S. Ambassador to Nepal in the Bush Administration. Like his partner, Bill, Stuart practiced law for four decades, deeply involved with time-sharing and serving as founding director of ARDA’s International Foundation for Timesharing. He is the author of more than 25 books and treatises dealing with real estate law and the timeshare industry and has lectured on real estate lending topics since 1972. He is also well known for his penchant for wearing bright colors and hats, which sometimes blink!



A graduate of Catholic University law school, Bill has been a practicing attorney for 46 years, engaged in the practice of real estate, land development, timesharing and administrative law. He has been deeply involved with ARDA since its founding in 1969 and is the only “founding father” of ARDA who remains active in the association today. His firm created the structuring to be used by members of the legal profession practicing timeshare law. Major clients have included Disney, Marriott, Hilton and the entire “Who’s Who” of the timeshare industry. Bill has left his imprint on the legal-publishing industry and has been involved in the restoration and redevelopment of dozens of historic buildings in and around the District of Columbia. The Ingersoll and Bloch law practice was assumed by Holland and Knight in 1997.

During the four decades of the industry’s growth, Bill Ingersoll and Stuart Bloch became the most respected legal minds within the timeshare industry. With their “side-kick”, Stephany Madsen, they helped clients navigate the sometimes shark infested waters of this burgeoning new industry. They were also entrepreneurs and creative thinkers in terms of finding the best ways to overcome legal state or federal regulatory challenges. A sincere thank you and congratulations is extended to this trio of professionals who are recognized today for having set the legal and regulatory foundation for the entire timeshare industry.



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# Vacation Club, el Mejor Activo Hotelero ante el Nuevo Escenario de la Industria Vacacional

por Alejandro Martín

Did you know you can use the “Language” Widget on our website to read articles in any language?



Posiblemente estamos viviendo una de las épocas de máximo esplendor en la industria turística, no sólo en términos de crecimiento a nivel mundial sino en cuanto a la división de un nuevo escenario con la incursión y cambio de rol de los nuevos y tradicionales jugadores de la industria.

El incipiente protagonismo de los fondos de inversión en la participación de todo tipo de compañías del sector, está provocando un cambio sustancial en modelos de operación y gestión, pero muy especialmente en los criterios de valoración de marca y activos vacacionales.

La relación con el cliente y su potencial para generar valor como activo interno, determinarán la evolución de los diferentes tipos de desarrollo vacacional.

El tour operador tradicional cada vez tiene más “ladrillo vacacional” en sus activos, las OTA cada vez tienen más cuota de mercado en la distribución comercial, sus inversiones estratosféricas en marketing hacen misión casi imposible poder competir en su hábitat natural y plataformas como Airbnb ofrecen la oferta de alojamiento más flexible y amplia de la historia. En una nueva coyuntura en

la que el nivel de relación con el cliente es directamente proporcional al incremento en tu cuenta de resultados y ritmo de crecimiento, el diseño de una estrategia comercial sólida a largo plazo teniendo como pilares los canales de venta directa, será la base del crecimiento hotelero y el Vacation Club su principal motor.

Todos somos conocedores de las bondades que aporta un Club Vacacional en cuanto volumen de ingreso y cash flow para cualquier desarrollador, pero hoy más que nunca el members lifetime value debe ser su principal activo. El conocimiento específico de nuestra base de socios y el potencial detrás de cada uno de ellos es el elemento diferenciador, debemos tener dos estrategias claramente diferenciadas en cuanto a nuestro nivel de comunicación y relación: socio como consumidor de producto/servicio vacacional (principal tour operador interno) y socio como brand ambassador (agente de viaje e influencer).

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De esta manera no sólo lograremos incrementos de revenue a través del uso de membresía por parte de socios, guests o referidos en su entorno más cercano sino que viralizaremos el alcance de nuestro mensaje a través de aquellos socios cuyo perfil digital es altamente activo o influyente en redes sociales.

Tradicionalmente siempre nos hemos enfocado en la experiencia del socio como usuario de nuestro producto y servicio vacacional pero el potencial que una parte de ellos tienen como promotores de nuestra marca es enorme, llegando en numerosas ocasiones a nichos de mercado totalmente opacos a cualquier estrategia empresarial. Considerando los costes de los actuales canales de distribución y su tendencia alcista, el socio se presenta como la opción más rentable y sólida tanto en términos de cliente final como de canal comercial.

Para tener este nivel de engagement con el socio ya no es suficiente el delivery de un servicio exclusivo y personalizado durante la fase de viaje y estancia, debemos conocer las necesidades reales de la persona que hay detrás de ese cliente, generar un ambiente natural y empático en la comunicación para establecer vínculos emocionales que generen una relación con nuestra marca, no sólo en el periodo vacacional sino durante todo el año. Es vital tener un equipo de profesionales con excelente orientación al servicio pero con ciertos valores personales, sólo así lograremos conectar emocionalmente con la persona que detrás de cada número de membresía. Cada vez resulta más complicado superar las expectativas de un cliente en cuanto a nivel de producto y servicio, ese vínculo emocional a todos los niveles de atención generará un grado de fidelización altamente superior.

En una industria vacacional cada vez más dinámica y exigente, donde históricamente el desarrollador/hotelero ha tenido en el activo físico el elemento de mayor valor y depreciación en su balance financiero, dispone de una oportunidad de oro para invertir en el activo más flexible y con mayor revalorización al alza en su valor de marca: Club Vacacional.

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That said, tomorrow is never promised as things can change overnight.

This vacation would give me an opportunity to create a lasting memory with my family before I can't anymore. It warms my soul to think we could escape fighting cancer, if only for a week, to laugh and play together. They have been there with me through such hard times. The thought of receiving the gift of vacation gives me hope for another 5 years of quality life.


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The Kelley Chronicles

Becoming Friends with Technology

by Kelley Ellert

In the world of my dreams, technology in the legacy timeshare resort management world would be as seamless at connecting everything as a Facebook account. Have you noticed when you go to some web-sites and apps now you don't even have to go through the signup process? There's a "sign up with Facebook" button and with one click you don't have to fill out a form or do anything. You're instantly good to go. This is the magic of technology, but there's also a dark side to when it doesn't work so seamlessly.

The dark, hard-to-connect corners of technology is where the legacy timeshare industry lives because in a perfect world one magical platform would do everything we need, but we live in reality. The reality of technology for this industry is that its needs aren't simple enough for one piece of technology.

We need technology to manage the owners – collect their maintenance fees, track usage, track income from renting their units, securely maintain records, contact

information and other database-driven needs. Then we also need it to showcase our rentals to the outside world, allow renters to book and all departments from accounting to front desk to be able to communicate. In the golden days of legacy timeshare resorts there was a single customer – the owner. They paid their maintenance fees and the resort was mostly sold out. According to Michelle Foy of National Hospitality Group, who has worked in the industry for more than 17 years, she still remembers in 1994 where at one resort they had technology to collect owner payments, but the usage had to be hand tracked across legal sheets of paper that would get highlighted when an owner checked in.

Now, imagine doing that with owners, multiple exchange companies and renters coming in from direct bookings, Expedia, Airbnb, etc.

The beauty of technology is that it has the ability to put us all on the same playing field. The solo managed property can be displayed beside the local Hilton on Expedia or next to the random guy who owns a cabin on Airbnb. It creates limitless possibilities for customer acquisition and revenue, but it also creates hurdles to jump before reaching those limits.

Every time I get frustrated by technology it helps to acknowledge that these hurdles are industry wide. The biggest player in the lodging world, Marriott Interna-



tional, acquired Starwood Hotels & Resorts in 2016 and in 2017 Marriott CEO Arne Sorenson estimated it would take until the end of 2018 to link all their technology.

Sorenson said that “technology would be, probably, the thing that we are maybe most frustrated by the cost and time associated with it, maybe we’re the most fearful about it, but also most convinced it will drive upside, longer term to the entire portfolio.”

If Marriott is frustrated, that’s not overly inspiring for the smaller lodging entities of the world, but it’s not hopeless. It’s Sorenson’s point at the end that matters most – regardless of the investment and frustration it causes in the long run it’s beneficial.

At National Hospitality Group we’ve seen a lot in terms of technology. We’ve had resorts that have never been on online travel agents, such as Expedia, resorts that have been taking reservations with a pencil book and worked with a flurry of different property management systems. Here’s a couple things I’ve learned along the way.

**It Takes a Team**

Since technology is able to connect multiple things that means no one can tackle technological projects solo. Include everyone you can think of in technology discussions from the IT expert to the front desk staff. There are so many tasks in this industry that it takes a team to make sure all bases are covered.

When representatives are selling technology it is always “easy to connect,” but unless you involve everyone in that discussion there are bound to be hiccups of places it can’t connect.

For example, before you start renting units on Expedia, you need to know if they are going to go automatically into your property management system or if a person is going to have to physically put in the reservation. Channel managers will tell you they can connect to anything, but your daily users of the system and back-end financial managers will truly know if that’s possible.

**Cuss at Online Travel Agents All You Want, They Aren’t Going Anywhere**

To get rentals, you have to use online travel agents, but keep in mind you

don’t have to rely on all your bookings to come through them. A well-rounded rental program will include presence and booking ability through online travel agents (meaning third-party websites such as Expedia), but also easy-to-find direct booking capabilities. This means a resort website that has a booking engine, is optimized for search engines and can be easily operated on mobile phones and tablets.

The best way to connect to online travel agents is automatically through a channel manager. If you don’t currently use a channel manager to list your property on multiple online travel agents then reach out to your property management software company and see if any connect into it. If none do, then you may need to look into going manual. That could mean you pick Expedia or booking.com and just do one manually.

Expedia’s cut averages around 25% and possibly even higher commission, and booking.com is around 15%. Being part of a management company can bring expertise in listing on these platforms and also give the strength of numbers allows management companies to negotiate lower commission rates.

**Technology Is Just a Tool**

The most important thing to remember with technology is that it is only as good as the people implementing and using it. For legacy timeshare properties that means unit types and special situations have to be set up properly – that’s a person’s knowledge, not technology. It takes hard work, long hours and sometimes tears to get technology to work for you, but in the end it can benefit your resort and association astronomically.

Albert Einstein was before his time when he said that “the human spirit must prevail over technology.” He’s entirely correct.



*Kelley Ellert is the Director of Marketing and Revenue for National Hospitality Group in Myrtle Beach, South Carolina. She oversees the marketing and marketing and online content for the 71 resorts in their management portfolio. She enjoys tackling the challenges in this unique industry that require creativity and outside-the-box thinking to effectively operate.*



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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: (702)263-9650  
FAX: (619)683-2077  
Email: sbahr@resortcom.com  
Website: www.resortcom.com  
Contact: Scott Bahr  
Specialty: ResortCom provides timeshare management software, financial services, and call center solutions to the hospitality industry. Our full suite of client services includes innovative contact center solutions, reservations, member services, and financial services, enabling our clients to grow at a quicker pace. As the most established provider of member services exclusively to the hospitality/timeshare industry, we are ready to be your partner, helping you achieve exceptional results with rock solid security.



**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: chrisc@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: enewburn@janiking.comm  
Website: www.janiking.com  
Contact: Eric Newburn, Director of Hospitality  
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.



**ASK** how you can get  
**RESULTS**  
quickly using our  
**CLASSIFIEDS.**  
Contact Marla Carroll  
931-484-8819



# 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@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.

## 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: kmattoni@msn.com  
Website: www.timesharenonjudicialforeclosure.com  
Contact: Kevin Mattoni  
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 Bernadino, 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 GlowGuardTM. If infested, getting back in service the same day is also important. Use VA88TM. 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](mailto:rdemoss@lamotte.com)  
Website: [www.lamotte.com/pool](http://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](http://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](http://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 chloramine removal solutions for indoor pools. Call today for a free quote.

**PUBLIC RELATIONS**



**GBG & Associates**  
500 West Harbor Drive #822  
San Diego, CA 92101 USA  
Phone 1: 619-255-1661  
Email: [georgi@gbgandassociates.com](mailto:georgi@gbgandassociates.com)  
Website: [www.gbgandassociates.com](http://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..

**ADVERTISING OPPORTUNITY**

- Find the right employee,
- Sell a property,
- Sell a piece of equipment.

Your Classified Ad in Resort Trades can run monthly in our print publication and everyday online at [www.ResortTrades.com](http://www.ResortTrades.com). Contact Marla at [Marla@TheTrades.com](mailto:Marla@TheTrades.com) or call 931-484-8819.

**PUBLIC RELATIONS & MARKETING**



**SharonINK PR & Marketing**  
P.O. Box 261  
Crossville, TN 38557 USA  
Phone 1: 310-923-1269  
Email: [Sharon@SharonINK.com](mailto:Sharon@SharonINK.com)  
Website: [www.SharonINK.com](http://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: [hvswhitebriar@aol.com](mailto:hvswhitebriar@aol.com)  
Website: [www.whitebriar.com](http://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.

**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](mailto:raphael@chesshouse.com)  
Website: [www.chesshouse.com](http://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](mailto:info@sellmytimesharenow.com)  
Website: [www.sellmytimesharenow.com](http://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

“ I don’t know of a resort manager who isn’t familiar with the publication,” says Cunningham Management Vice President Kevin Mattoni. “In fact, whenever I visit a manager, Resort Trades is almost always somewhere handy in their office. The fact that a manager keeps it close by shows they’re reading it. Managers have too much clutter to hold onto anything they’re not reading.”

**Cunningham Management  
Vice President Kevin Mattoni**

**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](mailto:paul.rotter@timesharesonly.com)  
Website: [www.timesharesonly.com](http://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](mailto:info@vacationmanagementservices.com)  
Website: [www.VacationManagementServices.com](http://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](mailto:DMilbrath@BayTreeSolutions.com)  
Website: [www.BayTreeSolutions.com](http://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@prasystem.com](mailto:sales@prasystem.com)  
Website: [www.prasystem.com](http://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](mailto:doug@resortmanagementservices.net)  
Website: [www.resortmanagementservices.com](http://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](mailto:jordan@fiberbuiltumbrellas.com)  
Website: [www.fiberbuiltumbrellas.com](http://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](mailto:michelle.caron@daelive.com)  
Website: [www.daelive.com](http://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](mailto:info@spiinc.com)  
Website: [www.spiinc.com](http://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.exploregeci.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



**Allied Group Hospitality Renovation**  
2109 Heck Ave  
Wall Township, NJ 07753  
Phone: (732)751-2522  
Fax: (732)751-2646  
Email: kphillips@addastar.com  
Website: www.addastar.com  
Contact: Ken Phillips  
Specialty: The Allied Group has been renovating hotels, resorts and conference centers since 1987. We have worked with the most prominent ownership groups, management firms and brands throughout the hospitality industry. We are licensed as General Contractors in 40 states. Give us a call to get started on your next project 732.751.2522 ext. 139 | www.addastar.com.



**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.



## 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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ResortTrades.com

## CLASSIFIEDS

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Upgrade tens of thousands of club and timeshare owners and exchangers into enhanced club products. On resort permanently or as road teams nationwide. Huge money making opportunity for one, two and four person teams for long term employment with reputable company. Great upward mobility for good managers. Staffing needed for 10 locations. References required.

Send resume to [erica@corporatesvcs.org](mailto:erica@corporatesvcs.org); fax to 866-956-6541 or call 866-956-8107.

### INVENTORY MARKETPLACE

**Vacation Clubs**  
Vacation Clubs 11,000,000 RCI Points available in Increments of 10 units. Low, low cost per point. Call or text 570-677-0557

### INVENTORY MARKETPLACE

**Timeshare Marketers Dream**  
High RCI Points values, low annual dues, low cost for Points Membership, will release inventory as needed and 100% commission.  
Text or call 570-677-0557

### INVENTORY MARKETPLACE

**Want to sell pure points?**  
We have the product and the administration. You sell, we take care of the client and the back of the house.  
Online custom web application for ALL of your sales needs.  
Call me. 877-293-8881

### INVENTORY MARKETPLACE

**RCI Points with Merchant Account**  
30K to 105K with 1 penny per point mnt fees. Guaranteed owner walk away after 6 years  
SaveOn Travel Club enrollment  
Admin & Customer Service included  
Online Contract Software  
Call Jeff at 800-863-1770

### INVENTORY MARKETPLACE

**Resort Property For Sale**  
31 unit converted motel with large main building on 3+ acres with more than 20,000 SQ. FT. of space located in the ski region of New Hampshire. Local amenities and activities abound. Suitable for housing, timeshare, restaurant, rental apartments, vacation condos, transient worker housing, and Priced to Sell! Call - 802-373-5068


### INVENTORY MARKETPLACE

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- 10,000 RCI point increments
- RCI Club 365 included
- Administration and customer service
- No Maintenance Fee
- Pay as you go
- Barclaycard Point of sale Credit Card
- Merchant account
- Online contract software

Call Rob 936-499-6224  
[Rob@echoiceproperties.com](mailto: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](http://www.execq.com) and click Subscribe on our Home Page.



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