

# RESORT



## Trades

Every Resort; Every Month

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## The Road Ahead

# WIDE OPEN FOR 2016

### *Vacation Ownership Leaders Optimistic About 2016*

#### 2016: A Year of Promise

ARDA says sales increased from \$6.4 billion in 2010 to \$7.9 billion in 2014 and continued growth is likely. We asked a few of the industry's long-time vendors for their predictions and what they feel is in store for themselves and the industry (beginning on page 16).

1. **Loren Gallagher, President, Vacation Resorts International and Trading Places International:** "... This year, we'll accelerate our introduction of sustainable resale solutions to our legacy resorts to ensure their continued viability and sustainability."
2. **Francis Taylor, CEO, DAE:** "... We're also a strong partner for HOA's, management companies, developers, and marketing and sales organizations."
3. **Mike Pnematicatos, Chief Architect, Merlin Software:** "When clients request live help, a screen-sharing session instantly begins [another initiative] integrates our training and operations manuals within our software..."

4. **Dave Heine, President, TimeshareProPlus.com:** "[One of our modules], RequestMyEstoppel.com,... is free to the resort (the seller pays a small fee) and we guarantee it will reduce the number of phone calls to sellers and new owners, help resort operators remain compliant with state and Federal guidelines and provide faster, better customer service."

5. **David Brown, Co-president and Co-owner, Grand Pacific Resorts:** "Our legacy resorts are doing well; we have 20-year-old resorts that are thriving. We're also expecting strong growth in resales. We've been able to maintain high prices, which preserves value for owners. This allows us to grow our management company..."

6. **Jim Casey, SVP, Managing Director of Commercial & Specialty Finance, Capital One:** "We bring a wide variety of financial solutions to meet our client's needs – everything from receivables, inventory and construction loans to treasury management services and corporate credit cards."

7. **Jordan Beckner, President of Sales, Fiberbilt Umbrellas and Cushions:** "Resorts are using our umbrellas, and we see that product expanding in the Caribbean. HOAs are also refurbishing as their budgets are healthier."

8. **Melanie Gring, VP, Strategic Alliances and Public Relations, Global Connections Inc.:** "In 2016, Global Connections plans to expand outside our "direct-to-consumer" model with exit programs for vacation ownership companies and an employee vacation and benefit package for non-participants."

9. **Richard Corso, CEO, SPI:** "The industry continues growing – especially internationally. SPI is the clear technology leader with the Spanish-speaking market, where growth is very strong. SPI achieved double digit revenue growth in 2015, adding dozens of new client partners; we project even more growth in 2016."



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## Resale Timeshare: The Paint Brush is Much Too Large

by Jason Tremblay



Occasionally the lead timeshare story in the mainstream news is about a sports team timesharing a position between two athletes, but most often when you read about timeshares, it is yet another state's attorney general coming down hard on unscrupulous resellers or questionable sales practices. Do the efforts of these government agencies demonstrate long overdue consumer protection? Absolutely. But for legitimate timeshare resale companies, focused on providing a valid and much-needed service, the paint brush with which timeshare resales are being painted has become much too large and those wielding it, alarmingly unconcerned about how they paint, taint, or devastate the reputation of an entire niche within the service industry as they go after the disreputable.

Each time the word timeshare is used in the same sentence as fraud, scam, or 'burden you can't get rid of,' the entire industry takes another blow. Many consumers, uncertain how to distinguish the good guys from the bad or if the good guys even exist at all, shy away from any product, service, vendor, or corporation that seems to be part of the enigmatic world of vacation ownership.

*Reprinted from the November/December 2010 issue of: Management & Operations.*

### Only ourselves to blame

Some fifty-plus years ago, when the timeshare product was initially launched, absent from the big picture was a viable plan for what to do with timeshare when an individual no longer wishes to own and use the product. With no logical exit strategy in place, schemes and scams sometimes crept in, exploiting the dearth of resale direction within the industry.

Tending to be naturally commitment-phobic in the face of today's uncertain economic climate, consumers have become leery of buying a vacation plan that is



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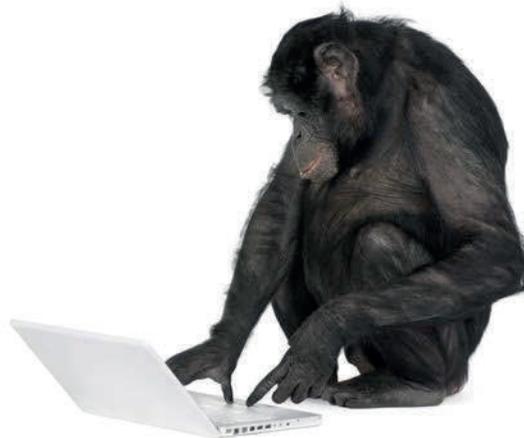
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## Timeshares, here at the zoo

Each time the word timeshare is used in the same sentence as fraud, scam, or 'burden you can't get rid of,' the entire industry takes another blow.

perceived to be inflexible or coming with too many strings attached. Buy a new Ford or Toyota and you know that you will, at some point, trade it in, resell it, or pass it on to your teenage son or daughter. But buy a timeshare, even one that carries the confidence-inspiring name of a global hospitality brand, and the timeshare buyer is left to wonder how he or she will get out of it in the future.



In the world of shared or vacation ownership, resales have too long been the elephant in the room that no one wants to discuss. Now, the monkey is clearly on all our backs, and here at the zoo (a.k.a. the timeshare industry) there is frankly, a bit of confusion. Many timeshare companies are working to stabilize their business in the wake of the credit crisis and redefined consumer spending patterns. Concurrently, timeshare resales companies either are closing their doors forever or are working double-time to remind both their clients and their peers that they are in fact open for business. Most disconcerting of all is that those timeshare owners who really need to sell their interval or points ownership are left more uncertain than ever as to where to turn or how to proceed.

Yet timeshares are still a great product. They bring affordability, ease of vacation planning, and nearly unlimited opportunities to the millions who use and enjoy them each year. For many owners, timeshares are recognized, not as a commitment they hesitate to make, but as a secure benefit they look forward to enjoying now and for years of vacations to come.

### Timeshare resales: A fresh face

Only an industry-wide attitude of unity and purposeful intent will finally stop timeshares sales — both new and on the secondary market — from being painted that unappealing off-color associated with frauds and scams.

As the timeshare industry rises to the challenges inherent in past business models, we all look to the future, focusing on the wants and needs of consumers. Working together as a cohesive industry, timeshares can present the world a product that is vibrant, durable, and relevant to today's vacation needs; the fresh face of timeshares painted with transparency.



Jason Tremblay is the founder and CEO of Seychelle Media, a digital marketing company specializing in the resort industry.

**TIMESHARE RENTALS**

STRAIGHT AHEAD



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**CEO/Founding Publisher:** James "Tim" Wilson  
**Publisher/Managing Editor:** Sharon Scott, RRP; [SharonINK@thetrades.com](mailto:SharonINK@thetrades.com)  
**Editor:** Ken Rowland; [resort@thetrades.com](mailto:resort@thetrades.com)  
**Online Media & Press Release Management:** [news@resorttrades.com](mailto:news@resorttrades.com)  
**Social Media Director/ResortTrades.com:** Carrie Vandever; [news@resorttrades.com](mailto:news@resorttrades.com)  
**Layout & Design:** Ken Rowland  
**IT/Web:** Abigail Stone, Matthew Wilson

**Send Press Releases:** [News@ResortTrades.com](mailto:News@ResortTrades.com)  
**Like us on Facebook.com/TheResortTrades**  
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**Contributing Writers:** Amy Gregory, Bill Chaffee, Bill Ryczek, Brian Welch, Georgi Bohrod Gordon, Greg Crist, Hatton Gravely, Jennifer Langdon, Judy Kenninger, Lisa Wanzenried, Marge Lennon, Matt McDaniel, Peter Grant, Rebecca Shaw, Scott MacGregor, Scott McGuinness

**Marketing & Sales Office:**  
 15 Our Way Drive  
 Crossville, TN 38555  
 phone: 931-484-8819 \* fax: 931-484-8825

Marla Maertins; [Marla@thetrades.com](mailto:Marla@thetrades.com)  
**Media Kit Requests:** 931-484-8819; [Marla@thetrades.com](mailto:Marla@thetrades.com)  
**Reprints:** [Marla@thetrades.com](mailto:Marla@thetrades.com)

**Editorial Office**  
 Wilson Publications LLC  
 PO Box 1364, Crossville, TN 38557  
**CEO:** James "Tim" Wilson  
**Publisher:** Sharon Scott, RRP

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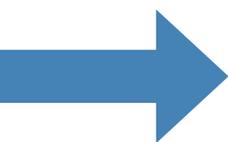
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**Challenges/Solutions - Management and Operations**



# The Resort Manager: Master of All Trades

by Kelly Ellert



Mark Westbrook

There is an immense amount of responsibility for the General Manager of a resort. Unlike most jobs or departments that have their unique specialization or focus, a general manager is responsible for overseeing ALL departments that have anything to do with the resort and its well-being.

To start out the new year these are just some of the things that General Managers have on their plates and some tips to make 2016 your resort's best year yet!

**Staying Within a Resort's Budget**

This is one of the most important things for a resort General Manager simply because failure to do so would be detrimental to the entire resort causing an inability to keep functioning and pay the bills such as payroll and utilities. Some of the top tips, from Defender Resorts President and Chief Operating Officer, Mark Westbrook include:

- Planning is everything. Making sure everything is included in the budget from the beginning of the year is crucial. Budget planning meetings often involve many people and take hours to fully have an all encompassing budget.
- Constant review. You have to continuously monitor what you've spent to make sure it's on track with the budget or if adjustments need to be made throughout the year.
- Smart shopping
- Quality improvements that last

**Striving to Improve Revenue**

The world of timeshare, especially fixed time, has

been changing as owner maintenance fees alone are not enough to truly both sustain a resort, fund improvements and make it profitable. One of the best ways to improve revenue is through renting unused inventory. Some tips for General Managers to promote that unused inventory include:

- Social Media is a great tool to show case what is great about your resort, location and more.
- TripAdvisor, a general manage having a presence here can showcase to travelers the details of the resort and most importantly how much the staff cares.
- Online Travel Agents – listing inventory on these helps to get your resort found
- Quality web site, while online travel agents are a good way to get found if you have a quality web site with clear calls to actions and transparent marketing your resort saves a lot in fees.
- Continuously monitoring rates, you have to be consistently seeing what your competitors are charging and having a sliding scale for rates as it is one of the top things people search for resorts by.

**Owner Receivables/Collections**

Collections are an integral part of making sure your

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income meets the levels it needs to in order feed your budget.

- Sound policy in place so, that specific thresholds are met by specific time periods that are set forth.
- Use benchmarks as a timeframe to collect funds or touch owners with communications and reminders.
- ACH direct monthly drafts have greatly increased the ability for owners to be able to pay
- The more options you give, the easier you make it for the owner which will increase owner retention and prevent fallout

### Guest Satisfaction & Comfort

While the details of the resort can sit at the top of a general manager's mind they must always keep in mind that the entire reason the resort exists is to give guests a great vacation experience. They and their staff have to give guests the customer service experience they want and deserve. Some top things to stay at the top of guest satisfaction include:

- Well trained employees that offer great service, often when hiring we need to keep in mind that technical things such as computer systems can be learned so hire for personality, train for skills.
- Cleanliness, our best general managers train their staff to hold the resort to the highest cleanliness standards and then they continue to check on those standards themselves.

### Communications with Owners

- Email newsletters and blasts keep everyone up-to-date with low costs
- Special owner sections of web sites
- Mailings



- Owner service reps so owners have a direct contact they know and are comfortable reaching out to

### Employee Communications

- Regular, but not too many meetings
- Defender Resorts hold an annual conference for General Managers so they can all get together for education, communication and team camaraderie
- Touching base, regular visits for support from corporate executives and regional directors of operations

### Choosing Suppliers

- Get multiple quotes for everything
- Test everything, if you wouldn't like it you can't expect your guests to
- Buy in bulk
- Buy quality

- Utilities, look into tapping into group buying or other resources such as solar.
- Westbrook highly recommends managers check city, county, state and federal initiatives for going green and see if there are any tax breaks, low-interest loans or other things available for improvements

### Safety & Security

- Cameras & surveillance
- Proper, up-to-date electronic locking mechanisms with keys that can be changed each stay
- Peep holes
- Deadbolts or other locks that occupant can lock from inside
- Signs to remind guests not to keep valuables out in the open
- Up to date appliances, outlets and fire alarms
- Continuous checking and record keeping of electronics, alarms, etc by housekeeping, maintenance and general manager



*Kelley Ellert is the Director of Marketing for Defender Resorts, Inc. based out of Myrtle Beach, South Carolina. She is a graduate of the Ball State University School of Journalism and has worked in the travel and tourism industry for more than nine years.*

# MANDO<sup>®</sup> DIRECTORY LISTINGS

Management and Operations

Remember Management & Operations (MANDO) magazine? **MANDO was folded into** the "mothership," the **Resort Trades** news journal because of the overlap in readership and content. Since this is the only print publication **mailed to**

**Every Resort, Every Month**, as well as to 5,700+ recipients whose interests range from developers, sales and marketing and HOA management to procurement of goods and services for resorts, we are delighted to **add the Mando Directory**. This new

section will appear **monthly** and will attempt to list **every resort management company** operating in the timeshare industry we can identify.

If you notice any errors or omissions from this list, please write to SharonINK@TheTrades.com.

Allegiant Management, LLC - Winter Park, CO

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Escapes - Lakeland, FL

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### Defender Resorts, Inc.

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FAX: (843)449-6500

Email: fbaker@defenderresorts.com

Website: www.defenderresorts.com

Contact: Frank Baker

Specialty: Defender Resorts, Inc. has been providing quality, customized, management services to the timeshare industry for more than 35 years. Through personalized, yet professional management services we help resorts operate seamlessly by handling operations, accounting, staffing, marketing, reservations, and more. We currently manage 26 resorts (28 Associations) with offices in five states, Grand Cayman Island and Sint Maarten.



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Pacific Monarch Resorts - Anaheim, CA



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#### Patton Hospitality Management

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Phone 1: 828-348-2500

FAX: 828-348-2510

Email: mbutler@pattonhospitality.com

Website: www.pattonhospitality.com

Specialty: Patton Hospitality Management (PHM) is a recognized leader in vacation property and timeshare management. Since 2000, our team has built a reputation on transforming struggling properties into some of the most successful and profitable in their peer groups. With more than 30 distinct and award-winning properties in our portfolio, we understand the most vital needs of hotels, HOAs and resort management.

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### SPM Resorts Inc

1051 Shine Ave

Myrtle Beach, SC 29577

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Email: hgravely@spmresorts.com

Website: www.SPMResorts.com

Specialty: Since 1979, SPM Resorts, Inc. has provided full-service professional management services to timeshare resorts, and we have helped many associations restructure the management of their resorts with great success.

Starwood Vacation Ownership - White Plains, NY

Stonebridge Management LLC, Reeds Spring, MO

The Noble Company - Myrtle Beach, SC

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Tricom Management, Inc. - Anaheim, CA



### Vacation Resorts International

25510 Commercentre Drive, Suite 100

Lake Forest, CA 92630 USA

Phone 1: (863)287-2501

Email: jan.samson@vriresorts.com

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Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 33 years of innovation, success, best practices, and solutions to over 120 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today! Please contact Jan Samson at 863.287.2501 or jan.samson@vriresorts.com.

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Lobby view of coffee shop and sales office



Alii Drive entrance across from beach



Sales model

Developer would consider a joint venture with a financially qualified timeshare and/or travel club with a proven track record.

### So...what exactly is for sale and how much?

View website at [www.KonaVacationClub.com/4sale](http://www.KonaVacationClub.com/4sale)

Developer/Jim Metcalf at 1-808-938-3800 / Jimmetcalf@yahoo.com

The Kona Islander Inn is Leasehold. Lease expires in 2079.

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### From the Manager's Desk

# The Social Side

by Sharon Scott, RRP

Using the online listening services of Radian 6, ARDA has spent the last several months gathering blog and social media posts about timeshare to learn what the general public is saying about the product. This triggered our interest in learning more about what ARDA members are doing with regards to the use of online media such as blogs, social media platforms and email to promote their products.

We asked a few members of ARDA's Resort Management Council and HOA Outreach Committee to comment on the use of new marketing platforms for their own businesses.

#### Wes Kogelman, CEO, BuyATimeshare.com ([Wes@BuyATimeshare.com](mailto:Wes@BuyATimeshare.com))

"Being an internet advertising company, the online world is our lifeblood and how we have built a successful business over the past 15 years. To be frank, we've seen a decline in the use of blogs primarily because of the increase in peer-to-peer social media communication. Consumers can connect directly to experts and thought leaders now like never before, which allows them to research information without waiting for a blog to come out."



We are on all of the major social media platforms such as Facebook, Twitter, LinkedIn and Google+ and have used these to our advantage for sharing information about the industry. Email marketing continues to be a major part of our strategic growth as we follow up with consumers who have contacted us through our website looking for information. However, our bread and butter is SEO and our ability to remain near the top of the major

*Reprinted with permission from ARDA, ©2015.*

search engines for important industry search terms is how we continue to be a market leader in resales."

"For us it is a cumulative effect of all of the above because of the way the search engines operate. Google has placed more emphasis on social media's effect on search, so the consistent use of those outlets helps overall with our search results and our ability to attract visitors to our website. We're getting over one million consumers a year to our website looking for timeshare information and deals, so it's obviously having an impact. This has translated into over \$100 million in offers to buy and rent timeshare through our site over the last two years alone, and we show the timeshares which have sold off our site through a link on our homepage. So the results are there for everyone to see."

#### Hatton Gravely, VP of Development & Marketing, SPM Resorts ([hgravely@spmresorts.com](mailto:hgravely@spmresorts.com))

"We use social media in a number of ways to promote the resorts we manage to owners and guests. It's a great tool for resorts to stay in touch with owners throughout the year. In addition, we

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use blogs and social media to promote the resorts for vacation rentals and sales. According to an Expedia study, vacation planners view as many as 38 websites before booking, so our goal is to make sure our resorts are visible online so when a traveler

is searching for their next vacation, our resorts are in the mix of options they consider (and eventually book!) To do this, we create and share a lot of content on our travel blog and individual resort sites about destinations to appeal to travelers researching and planning their next vacation. We share all of this content through our social media networks, and have found Pinterest and Facebook in particular to drive a lot of traffic to the sites we manage. We have been able to build our email lists for both sales and vacation rentals with effective content marketing campaigns so we can stay in touch with vacationers who have expressed interest in our resorts."

**Chad J. Barker, President, Barker & Associates**  
([chadjbarker@barkerandassociates.net](mailto:chadjbarker@barkerandassociates.net))



"Although it sounds counterintuitive, I think the secret to successful online marketing is to avoid trying to sell. Or, at least, to avoid looking like you're trying to sell. There is too much noise out there, and anything that is even

slightly off-key will immediately get tuned out. Blogs are great because they contain personal, authentic voices, and invite the reader into a larger conversation. With quality blog content as the hub, you can then use social media "spokes" to extend your reach. But, it starts with giving people something that's worth their attention, not just another ad."

**Tim Wilson, CEO, Resort Trades**  
([Tim@TheTrades.com](mailto:Tim@TheTrades.com))

"As early as 2003 Resort Trades was an early adopter. We launched our own social media platform, AskMandO.com, developed a television news department and invested heavily in developing social media and online resources. What we learned is that for business-to-business marketing, social media is just not as effective as print media. Our clients are busy business people, unwilling to spend hours online following long tails. The one lesson we did learn was the value of



content; we learned to view it as an asset. We doubled our paid writers and focused on delivering content in which our readers would be genuinely interested. Once we have solid content, only then can we 'atomize' it through our online resources – blogs, online news feed and social media."

"The takeaway for resort operators looking to move sales and rental inventory? Don't skimp

when it comes to buying good content. Plus, know your audience. We suspect that most HOAs and resort managers will find Facebook reaches their audience. If you can sharply define your target market, then Facebook is a terrific vehicle allowing you to focus your message and make an offer to a very targeted demographic."

"As a land tract developer marketing to a highly niched demographic, I've rediscovered the use of social media I explored in the '80s by using Facebook. The numbers work out. If using direct mail programs were like a shotgun approach (the numbers worked because it was relatively cheap); then using Facebook is like using a precision rifle. It's perfect for a small HOA or manager who can't afford a large marketing operation. Facebook marketing is revolutionary. This is the same concept as the old direct mail; but now, you can drill down to people you know have the propensity to buy. These days, Facebook can help you offer a higher quality premium to a highly select group of prospects with greater assurance that you won't have to weed through a lot of NQs."



*Sharon Scott is CEO of SharonINK, which handles writing, PR and marketing consulting to businesses involved in the timeshare industry, is publisher/management editor of Resort Trades. Scott is a registered resort professional (RRP) and Chairman's League member of the American Resort Development Association (ARDA).*



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**A Case Study:**

# Estoppel Procedures: How Can We Do Better?

by Sharon Scott, RRP

Operating a timeshare resort efficiently requires a multi-disciplinarian approach, requiring resort operators to not only be versed in human resources management, interior and exterior property care and maintenance, plus rental and resale marketing expertise; but they must also keep themselves current with legislation and regulations concerning several facets connected with their project. This can be particularly challenging whenever managing financial matters comes into play.

The issue of how to handle estoppels was one such challenge that recently presented itself to Vice President of Stonebridge Management LLC, Natalie Bobsin. Headquartered in the Branson, Missouri, area, Stonebridge Management is a full-service property management company seeking to provide HOAs, resort developers, timeshare owners, and guests the most comprehensive administrative and financial services, immaculate surroundings, and accommodations conceivable. The company promises the delivery of customized service that will relieve clients of any 'hassles' and offers a wide array of à la carte services to fit their needs.



## THE CHALLENGE

Stonebridge executives are focused on growing their management portfolio of independent, 'legacy' resorts. While their back office is equipped to deal with the phone calls, faxes, emails and mailing involved with the normal transfer of a timeshare property interest between sellers and buyers/heirs, the resort group's management felt there must be a better way to handle the estoppel process. Additionally, they recognized they were required to be concerned about the data security of their owners' credit card and personal contact information as long as they depended on non-secure transmission of information.

"We needed the ability to automate the estoppel process to ease the burden our team was experiencing," says Bobsin.

Her concerns included the following:

- Reduce the number of phone calls to sellers and new owners. There were often as many as 5-to-10 telephone calls involved in the processing of a single request for estoppel.

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Whereas the resort team valued the opportunity to make the initial inquiries and welcome calls by phone, they needed an automated system to take care of the behind-the-scenes details.

- Remain compliant with state and Federal guidelines throughout the estoppel procedure. These days there continue to be new demands placed on a resort's finance department, which can even vary from one state to another.
- Provide better customer service. With faxing, emailing and the use of 'snail mail' involved, often weeks would go by, between the original request for an estoppel, the verification of the new owner and the actual transfer of the property. This often created concern on the part of the consumers, who did not fully understand the various steps involved.

### THE SOLUTION

During the 2015 ARDA World Convention and Exposition, Bobsin was manning Stonebridge's display booth when she met Dave Heine, who told her about his company's cloud-based software RequestMyEstoppel.com.

As Bobsin explains it, the light bulb immediately went off! "Dave set us up online in about a 24-hour period and we were able to start using the system immediately," she says. "They had all the forms on the site customized with our logo and information. It really required no training at all. Our staff had all the questions right in front of them and could walk through the forms with the client right on the phone."

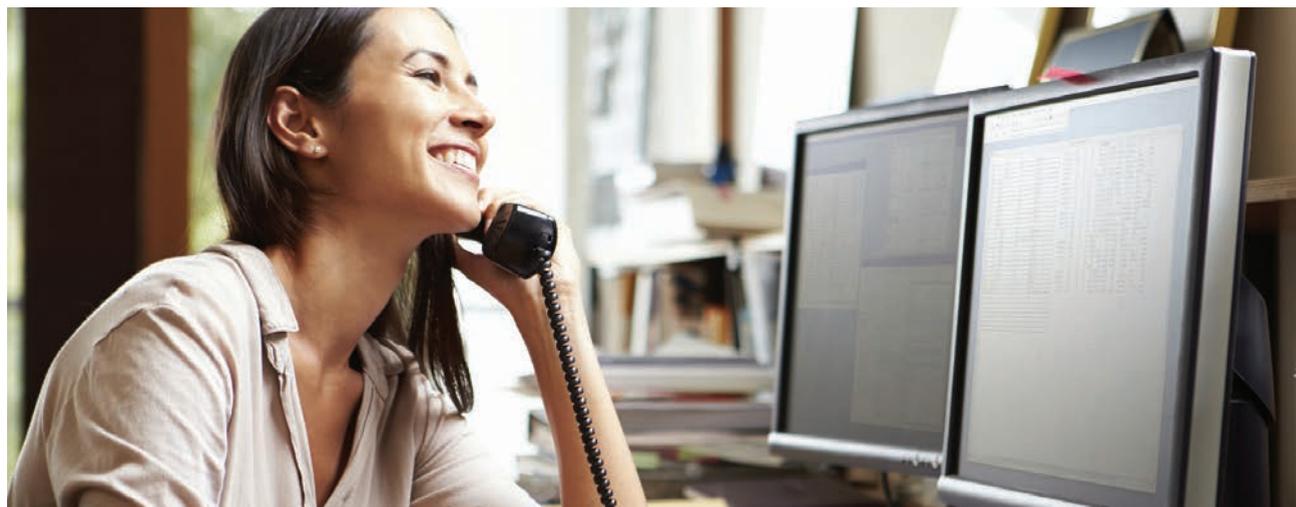
The entire transaction is paid for by the party requesting the estoppel. The typical fee is \$ 9.95, with the resort having the ability to add a fee for processing the request.

The web site walks the customer through a series of questions relating to the unit/week and if it is being sold, the price and the name of the buyer. The name of the buyer is a critical step that is often missed in the preparation of the estoppel letters. By having this information, the resort makes sure the transaction is taking place with a 'real' person and can see what units are being sold for. This gives the resort the equivalent of a comparative market analysis, much like in the traditional real estate transaction.

In addition, the resort is provided information on the potential new buyer so that the resort/management company can screen the owner to see if they own additional units and are current on their fees to other associations. This becomes a key point: If the potential new buyer is in default on other units, you can attempt to stop the transfer or at a minimum, get more up-to-date information on them.

After completing the forms online, the system sends an email to the resort's administrative personnel, alerting them that a request is pending. The resort then puts in the account information, processes the package and the system then emails the documents the resort requires in order to process the transfer.

One of the forms addresses the information that must be sent back to the resort if a business entity is taking ownership. Another form requires as much current information about the buyer as possible, to assist in the collection of the annual maintenance fees.



# Sunny Skies Ahead

## *Vacation Ownership Leaders Optimistic About 2016*

by Judy Kenninger, RRP

At ARDA's 2015 Fall Conference, attendees heard that the AIF's quarterly pulse studies were showing strong growth over 2014. While final numbers aren't in, we expect this was the sixth straight year of industry growth. There was a definite note of positivity as developers and vendors alike savored the opportunities. As the New Year begins, Resort Trades asked industry leaders to tell us what they expect in 2016.

### **Loren Gallagher, President Vacation Resorts International and Trading Places International**



We anticipate continued growth in 2016 in number of resorts managed and net revenue generated from ancillary programs. We're very bullish about 2016!!

This year, we'll accelerate our introduction of sustainable resale solutions to our legacy resorts to ensure

their continued viability and sustainability. We'll be introducing several new programs and will provide details once they're ready for roll-out.

### **Francis Taylor, CEO DAE**

We've had a solid year, and look forward to continued growth in 2016. Recently, we've worked to



create greater consumer and industry brand awareness – most importantly in the North American market – positioning DAE as the “go to” service provider of exchange and vacation options. We're also a strong partner for HOA's, management companies, developers, and marketing and sales organizations.

As part of the brand roll out, we're enhancing our internal reservations and exchange systems, our consumer-facing website, and online services for resort and industry partners. These long-term projects will stretch past 2016, however they'll bear fruit this year, delivering new benefits for both consumers and industry partners. That's all we can say for now, but watch this space!

### **Mike Pnematicatos, Chief Architect Merlin Software**

The New Year is looking great! Last year, we concentrated on delivering an exceptional experience to each client. This year, we're launching two exciting initiatives that do just that. The first provides live chat plus screen-sharing functionality within our software. When clients request live help, a screen-sharing session instantly begins allowing our Support Team to view the client's screen while conversing. This saves time and eliminates frustration.



The second integrates our training and operations manuals within our software, so clients access the information directly on their screens. No need for screen shots, the screen is the one they are working on. And as they complete each step, the next appears. This will also reduce training time.

We believe we're the first timeshare software company to provide these innovative services.

### **Dave Heine, Vice President TimeShareProPlus.com**

Timeshare Pro Plus is a system of cloud-based software modules used by resort operators in handling title transfer activities, estoppel orders, account verifications and owner deeding requests. Ours is the only timeshare-oriented software package in its genre to have received a patent from the United States Patent & Trademark Office. We just recently



launched a new marketing program to expand our services in 2016. One of our products, in particular, that saves resorts time and paperwork, while virtually eliminating postage, is RequestMyEstoppel.com. It's free to the resort (the seller pays a small fee) and we guarantee it will reduce the number of phone calls to sellers and new owners, help resort operators remain compliant with state and Federal guidelines and provide faster, better customer service. We are looking at helping resorts step into the 21st Century technology while they save on costs and create greater efficiency.

### **David Brown, Co-President and Co-Owner Grand Pacific Resorts**

In 2016, we're opening 32 new units at our Hilton Grand Vacations Club at MarBrisa Resort in



Carlsbad, California. We have 160 units finished, and there will be 386 at buildout, so we're halfway there. Our legacy resorts are doing well; we have 20-year-old resorts that are thriving. We're also expecting strong growth in

resales. We've been able to maintain high prices, which preserves value for owners. This allows us to grow our management company because resorts looking for new management want a resale solution.

Rentals will also increase as online brokers such as Airbnb and VRBPO.com are introducing more people to the beauty of having a full kitchen and living room.

In 2016, we'll continue to grow our internal exchange program, which helps engage the next generation of potential timeshare owners as they appreciate the flexibility.

### **Jim Casey, SVP, Managing Director of Commercial & Specialty Finance Capital One**

As a large financial institution, Capital One has the industry expertise and commitment to be here for the long haul. As we look ahead to 2016, we're continu-



ing to see indicators that interest in timeshares will be stronger or on par with last year. In addition, we've seen new sources of funding and strong liquidity in the market, which we think this is a great indicator of growth and stability.

We bring a wide variety of financial solutions to meet our client's needs – everything from receivables, inventory and construction loans to treasury management services and corporate credit cards. We're continually looking for ways to put the full capabilities of Capital One to work for our clients.

### **Jordan Beckner, President of Sales Fiberbilt Umbrellas and Cushions**

Our sales grew about 18 percent in 2015, and now we're gearing up for 20 to 25 percent growth in 2016. We developed a new umbrella for Carnival Cruise Lines that can remain open at sea at 25





to 30 knots, and the Carnival Vista ship is changing all their umbrellas to ours, which is great.

We have umbrellas ranging from \$100 to \$1500 each, so we have product for many different clients. The timeshare industry is building again; for example the new Margaritaville Vacation Club by Wyndham. Resorts are using our umbrellas, and we see that product expanding in the Caribbean. HOAs are also refurbishing as their budgets are healthier. So, we see great things ahead this year.

**Melanie Gring, VP, Strategic Alliances and Public Relations Global Connections Inc.**

Global Connections, Inc. is unique in the vacation industry as we're both a resort developer and a membership travel club. In 2015, we increased sales distributorships by 50 percent, and we expect to exceed that in 2016. As our members travel more, our combined strategy of resort developer and travel club provider allows us to meet their travel demands.

We believe the vacation industry is clearly strong and that will continue in 2016. The industry must remain focused on the challenges associated with direct marketing and provide product offerings that meet consumers' travel and vacation needs.

In 2016, Global Connections plans to expand outside our "direct-to-consumer" model with exit programs for vacation ownership companies and an employee vacation and benefit package for non-participants



**Richard Corso, CEO SPI**

The outlook for 2016 is very exciting. SPI made significant investments in 2015 – most notably adding support and development personnel and technology.



This year, we're introducing new browser-based dashboard analytics that delivers real-time key per-

formance indicators to mobile devices. This business intelligence tool serves the obvious audiences - marketing and sales, but there are also tools for operations and finance.

SPI has strengthened partnerships with industry leaders including Dial-An-Exchange, LeisureLink and RCI, meaning 2016 will be "the year of interfaces." Other partners may include iHotelier, Concord, Equiant, SaveOn, Vacation Guard and Generator.

The industry continues growing – especially internationally. SPI is the clear technology leader with the Spanish-speaking market, where growth is very strong.

SPI achieved double digit revenue growth in 2015, adding dozens of new client partners; we project even more growth in 2016.



Judy Kenninger, RRP, heads Kenninger Communications, which has been providing editorial and creative services to the shared-ownership industry since 1999.

# Better Than



## ...a Little Blue Pill



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### Joke of the Day

A man goes into the pharmacy and asks for some viagra. 'Have you got a prescription,' the pharmacist asks him. And the man says, 'No, but will a picture of my wife do?'  
-Unknown Author

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# Inventory MarketPlace

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### Introducing a Trading Outlet for Wholesalers, Travel Clubs & Inventory Aggregators

**Attention wholesalers, travel club operators and resort managers:** Do you need additional weeks to serve your owners or members? Are you interested in establishing relationships with inventory aggregators and need a list of who's doing what these days? Or, do you have inventory to move and want an affordable way to list it that will be seen throughout the timeshare world? Then, this space is for you!

Resort Trades has introduced an exciting new outlet for the distribution of inventory, the "Inventory Marketplace." The new department was announced at the Annapolis C.A.R.E. conference, held in May, where attendees were

offered free monthly listings.\*

While C.A.R.E. members are being given free access through August 2016, any resort property, travel club or agency needing to move or acquire inventory may advertise their needs in this section. (Pricing is similar to that of the 'Classified' section.) Organizations which formerly used that department to find buyers for their points, weeks and wholesale inventory will now be able to change their listings every month as their needs change.

"We see that travel clubs and companies such as those belonging to C.A.R.E. represent the

next big growth area of the industry," says Publisher Sharon Scott. "We want to be at the center of this exciting 'new order' and are committed to creating a lively marketplace in which operators can buy, sell or exchange."

To add, update or purchase a listing, contact Kimberley@TheTrades.com.

\*We are extending the offer to all C.A.R.E. members beginning in the September 2015 issue and ending with the August 2016 issue. (C.A.R.E. members below attended the Annapolis conference and were permitted to begin their listing a month early.)

Watch this space for opportunities to buy, sell or swap inventory.

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**Myrtle Beach Resort Vacations**   
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Case Study Continued from page 15



**Dave Heine**

Heine notes further:

- RequestMyEstoppel.com safeguards private information and provides a tracking method to manage the estoppel.
- The software is absolutely user-friendly, both on the customer's side and on the resort/management company's administrator dashboard.
- It's a 'one-stop-shop,' allowing everything needed to digitally produce the estoppel package: all communications are recorded digitally, the full transaction is processed digitally and, finally, all items are stored digitally. This protects the privacy of the individual customer and assists resort staff in following the best practices as pertains to 'clean desk policies.'
- RequestMyEstoppel.com provides the

software, the updates and hosting free of charge to the resort/management company. (They are paid by charging a small fee to the party requesting the information.)

- The software has met the requirements of the European Union and is certified by the U.S. Department of Commerce as 'EU Safe Harbor' compliant.
- The company's servers utilize the same security and safeguards that the medical community faces and are HIPPA compliant.
- In addition, if the resort charges a fee for producing the estoppel, RequestMyEstoppel.com will collect it up front, sending the resort/management company a breakdown and a check.
- The system has an account verification request letter available, commonly used by a real estate broker to get accurate information about the unit for listing the sale. (As it is not an estoppel, fees can still accumulate daily.)
- A second letter available is for the full estoppel package, which follows a set of best practices including the requirement to provide a sales price and a buyer's name to ensure they are real, will pay their maintenance fees and enjoy their resort privileges.

## SUMMARY

"It has been a relief to be able to rely on having a safe, secure, automated no-cost way to perform the estoppel process," says Bobsin. "It answered all of my concerns and then some: What used to take weeks when generating documents now takes less than an hour!"

According to Heine, "Once we've automated their processes, companies like Stonebridge find substantial cost-savings as their staff is freed up to work on other things, plus they get results right away. Why didn't we do this before, is the comment I usually get."

The company recently produced several informative videos which can be viewed at [requestmy-estoppel.info](http://requestmy-estoppel.info). "Or anyone interested can contact me at 800-973-3316 for a no cost, non-obligatory demonstration," adds Heine.



*Sharon Scott is CEO of SharonINK, which handles writing, PR and marketing consulting to businesses involved in the timeshare industry, is publisher/managing editor of Resort Trades. Scott is a registered resort professional (RRP) and Chairman's League member of the American Resort Development Association (ARDA).*



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# “The Concentric Design Process” How to See a Bigger Picture

By Margit E. Whitlock, AIA

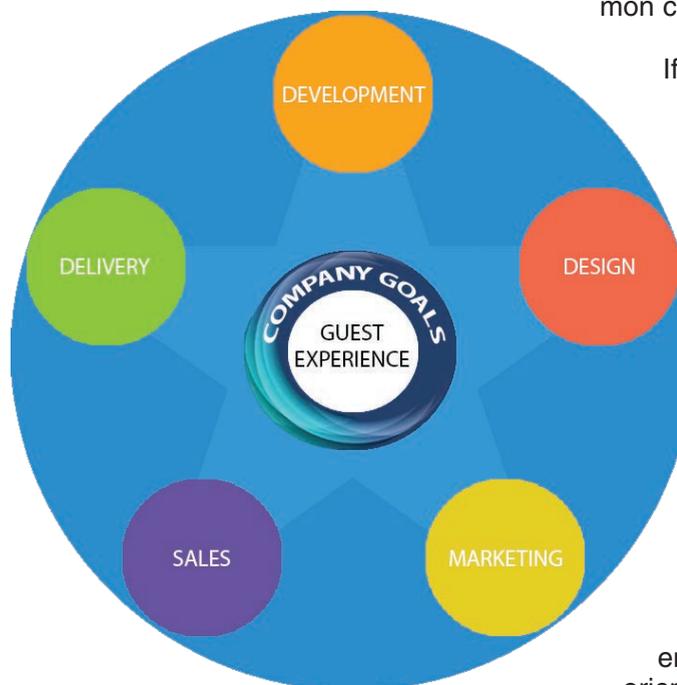
Once upon a time the world was flat. Or at least we thought so. It took brave explorers to dispel linear thinking. Once the flat world illusion was exposed, men and women circumnavigated the globe, discovering the world. Today our universe has expanded further to outer space, cyber space and exploration beyond our wildest dreams. However, for some reason, a horizontal mentality still dictates the operation of our businesses and the development process.

Think about your last hospitality design and construction challenge. Where did you start? Was it budget-driven? Was it program driven? Was it customer driven? HOA Board driven? Was it the same place as your previous deal? Will the next project be the same? Ask yourself? Is it time to make a change?

We believe the answer is yes. It is time to coordinate all the functions of hospitality, design, operations and development to offer the most comprehensive guest experience.

Today with our global community we know the planet is round; pictures are not in black and white and we all function better interacting in a community with each other. So for what was once a journey from point A to point Z, with each component being measured singularly, we now start to process a fresh way of thinking.

We call this the “Concentric Design Process”. The implication being that we design from a common center.



If we can start from a central goal---The Guest Experience---we can build a process for development that is structured concentrically. Thus, the guest experience needs to be wrapped with your company’s core principals and key departments. This concept will also establish a framework for partnership within your organization. For instance, at San Diego’s Optimum Health Institute the guiding overview was to create “a safe and sacred environment promoting faith, love, healing and hope.”

Your core principals will of course be different. Perhaps “you strive to develop unique properties in unmatched location; or you will provide healthy and sustainable environments; or your goal is to create family oriented resorts at a moderate and affordable price.”

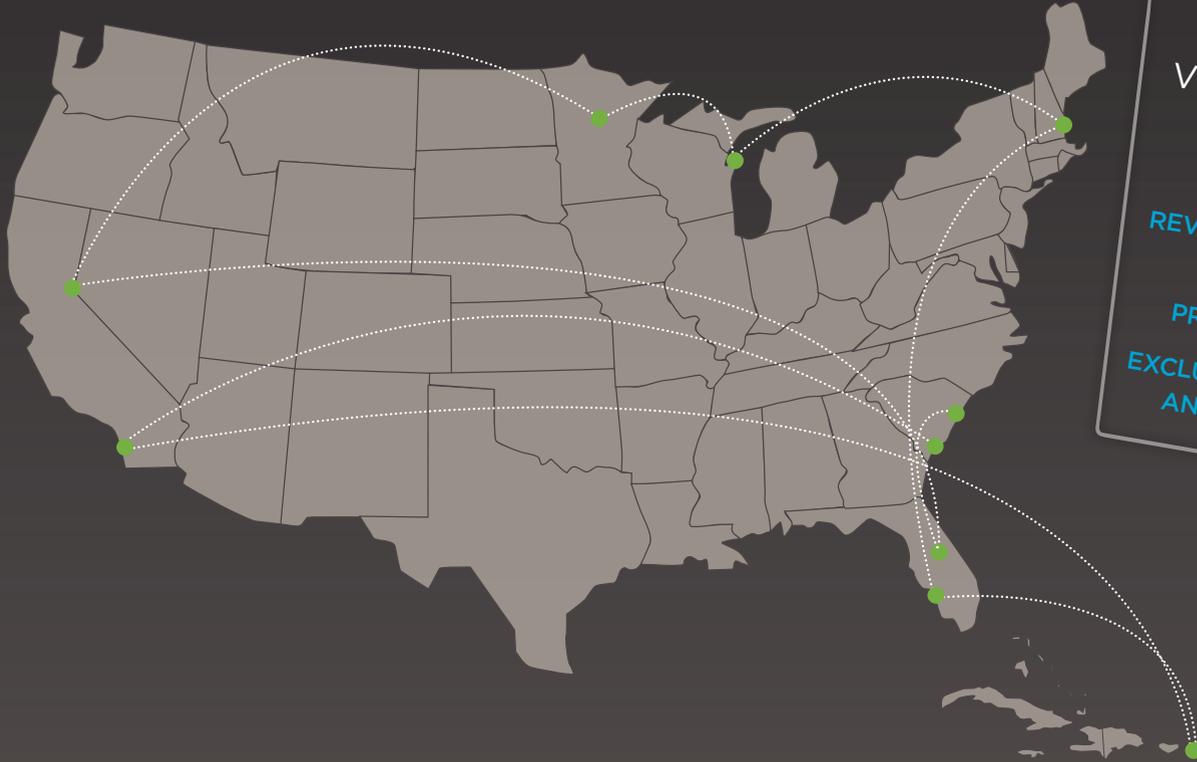
**What does this have to do with “DESIGN”?**

If we assume the very center of the hospitality core is the guest experience--- ask yourself, what

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exactly provides a unique guest experience for this property? Shelter, fun, location, community, and a place to reconnect.....All of these important aspects relate to the built environment and the functionality of the indoor and outdoor spaces. Do not forget the most important touch points of a guest experience – reservations, arrival, reception/check in, circulation, living unit, amenities, as well as check out and post stay responses.

Architecture and interior design are the chief tools you have to convey the message – the promise you have made to the guest/owner. The intent is to have an integrated product, viable, marketable and deliverable.

Where do you start? Build your own hospitality “DNA” model. Here, a concentric design model is presented that better expresses the parallelism of the various development activities. Try this exercise:

Draw a circle—Guest Experience—what is it?  
Draw another circle around this one – Company Goals – what are they?

Draw a five point star over the circles – each point represents a part of the development process:

1. Development – The Big Idea (“TBI”) – describe it;
2. Design – Market driven solutions – at all aspects of the organization;
3. Marketing – Develop and convey “TBI” based on research;
4. Sales – Offer an experience to your guests and clients, don’t sell them;
5. Delivery – Follow through on the commitment. Be the promise in all aspects of delivering “TBI.”

Next, draw a straight line to connect each point

together and then draw a circle connecting each star point. Now you have the framework.

Each step of the development process is in direct contact with the other. Each has a responsibility to the core principal with all elements touching and impacting each other.

This outlines a broad brush stroke of a very complex process. There will be many interior circles with important aspects of the development process. However, nothing is outside the circle.

When focusing Architectural Concepts work at Optimum Health Institute, we used this thinking in a workshop with key staff members and helped them develop the essence of their core principles. This gave us a game plan to enrich the environment for quiet and calm spaces planned for rest and reflection. An important component was the provision of outdoor rooms for personal and group activities devoting each area of the landscaping to the guest. There are no unusable spaces on the grounds.

Operationally this meant that the staff needed to make a commitment to maintain the grounds in superior shape and to be flexible and considerate of noise, dust and other distractions. From a management point of view this was exemplified by their acknowledgement that it takes time and money to provide an exceptional experience, but when your staff is truly committed the result is astonishing. Ownership of the company’s goals was important in achieving effective communication and input to create an environment specific to the target market.

Evolving from the static A-Z, “world is flat” thinking to the dynamic “Concentric Design Process”

is really quite simple. In your case, commit to an executive staff retreat for a day and ask some simple questions and develop your product through the results of the concentric design process.

Who are we?

What are we doing?

Where are we going?

What are we promising?

Who will buy it?

What do they want?

Continue your questions until you understand the end result.

Oh and don’t forget to invite your design team!  
Have fun.



Margit E. Whitlock AIA is a highly sought-after public speaker and panel member on topics regarding architecture, predominantly as it pertains to hospitality. She has been recruited on a national level by such organizations as the American Resort Development Association (ARDA), an international trade association with 4000 convention attendees and The National Exposition of Contract Furnishings (NEOCON) an international trade show with 40,000 attendees. She has also spoken at the Friends of Architecture in San Diego, and as far away as Miami at a Hospitality Design Boutique Show on her specialty of Sensory Perceptions and their impact on emotional branding. During her numerous speaking engagements she has focused on conceptual development, resort theming and the role of the architect. She is available to conduct workshops to create your own hospitality DNA.

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Heather Campbell on her birthday attending the Send Me On Vacation Group Vacation Workshop At Sea.

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**Resort Trades Testimonial**

It was a pleasure speaking with you last week. We are extremely pleased with The Resort Trades publication. We have grown together over the years and we enjoy their professionalism. Thank you for doing a great job for us.

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Website: www.resortdevelopersassociation.com  
Contact: Melissa House  
Specialty: RDA is committed to promoting the industry for the benefit of its members and the public, providing a forum for the exchange of ideas important to the industry, setting ethical and operational standards, and otherwise providing for the growth, stability, and betterment of the industry. RDA operates Resorts of Distinction - the only reciprocal program founded, owned and managed by resort owners, for the benefit of participating Resort Owners.

## DIRECT MAIL AND MARKETING



**iMDirect Marketing**  
1 East Washington Street, Suite 500  
Phoenix, AZ 85004 USA  
Phone 1: (866) 852-4661  
Email: mgomez@imdirectmarketing.com  
Website: www.imdirectmarketing.com  
Contact: Maria Gomez  
Specialty: iMDirect Marketing is a full-service direct response and performance marketing agency specializing in customer acquisitions programs. Our consumer data lists will increase your direct mail response. We can assist you with your internal marketing processes, design a direct mail campaign managing the entire process and we will get you desired results. We offer Consumer & Specialty Mailing Lists, Timeshare lists, Basic Mailing Lists, Email Marketing, Online Lead Generation. Let us do the hard work for you.

### Resort Trades Testimonial

Over the past three years I have advertised with the Resort Trades several times. On each occasion the response has exceeded expectations. Our current ad has generated over ten viable employee prospects in less than 36 hours. Kristie and Jack are simply the best to work with. They know this business and add excellent expertise in designing and writing ads. Thanks Resort Trades.

Steve Drummond  
President of Destiny Resorts, Inc.

## DIRECT MAIL AND MARKETING



**IMS**  
1328 Capouse Ave  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Email: skelly@nepasonic.com  
Contact: Sean Kelly  
Specialty: IMS has been providing qualified sales prospects to the Timeshare and Travel Club industry for over 15 years. Don't settle for inconsistent tour flow or average VPG's, our customized, turn-key marketing campaigns are designed to produce buyers. IMS owns and operates its own call center and mail house giving you the flexibility to move on the fly and the opportunity to save money. All calls recorded for quality assurance. Track Results Certified Marketer. Call today and increase your VPG's immediately.



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

## ESTOPPEL PROCESSING



**RequestmyEstoppel.com**  
924 West Colonial Dr  
Orlando, FL 32804 USA  
Phone 1: (407)447-9100  
FAX: (407)373-7465  
Email: Dave@requestmyestoppel.com  
Website: www.RequestmyEstoppel.com  
Specialty: Automate Your Estoppel Processing and Save Time/Paper/Postage.  
Reduce approximately 75 percent of your staff's time.  
iPhone, tablet and mobile device-ready, cloud-based system.  
Customized for your resort.  
RequestMyEstoppel.com is a subsidiary of TimeshareProPlus.com, creators of the only online title and related services software designed specifically for timeshare resort operators.  
Each TimeshareProPlus module is available as a standalone, cloud-based portal, which is customized to meet your requirements. Call (800) 973-3316 or email Dave@Requestmyestoppel.com for a free, non-obligatory demo.

### Resort Trades Testimonial

Since the very first days of International Cruise & Excursions, Inc., (ICE) The Resort Trades has been a tremendous resource for our continued growth and recognition, providing us with both a forum and a source of important information. In less than 10 years, we have grown from a pioneering concept to a multi-million dollar organization and The Resort Trades has been there every step of the way. We have benefited greatly from our nearly decade-long relationship with them and look forward to continuing our valuable association for years to come. As we enter new markets and develop new products we know we can count on The Resort Trades to be an outstanding industry resource.

Buffy Jones ICE

## EXCHANGE COMPANIES



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



**Hawaii Time Share Exchange**  
Po Box 1077  
Koloa, HI 96756 USA  
Phone 1: (866) 860-4873  
FAX: (808) 742-0128  
Email: info@htse.net  
Website: www.htse.net  
Specialty: HTSE is a full service exchange company specializing in Hawaii exchanges, rentals and travel. Our vacation counselors are available to help YOU get the best use of your timeshare week with personalized service.  
Offices located on Kauai, Oahu and our newest location Seattle, WA.  
\*Live inventory available on our website  
\*Bonus week program for Hawaii owners  
\*Low membership and exchange fees  
\*Access to popular resort destinations around the world  
\*Exchanges with ALOHA



**RCI**  
14 Sylvan Way, 3rd Floor  
Parsippany, NY 07054 USA  
Phone 1: (866)913-2370 TOLL FREE  
Phone 2: (317)102-1787 DIRECT  
FAX: (973)753-6225  
Email: RCI.Affiliates@rci.com  
Website: www.RCIAffiliates.com  
Contact: Dave Howard  
Specialty: RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks(r) program, the week-for-week exchange system, and the RCI Points(r) program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.



Horatio Nelson, one of England's most illustrious admirals was throughout his life, never able to find a cure for his seasickness.

## EXCHANGE COMPANIES



*A Better Way to Exchange*

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



**Sumday Vacations**  
14788 Business 13  
Branson West, MO 65737 USA  
Phone 1: (417)272-1629  
FAX: (417)272-1645  
Email: steve@sumdayvacations.com  
Website: www.sumdayvacations.com  
Specialty: Sumday Vacations offers a hassle free, professional equity trade in service for any sales team. We have been in business since 2001 and conduct several thousand transfers on an annual basis.  
We transfer timeshares, land lots, vacation clubs and RV/Camping memberships.  
We have a staff of over 35 here to serve your clients. Contact us Today!  
417-272-1629 Ask for Steve McCloud or Doug Walker.

## FINANCIAL SERVICES



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

## 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!

## HOSPITALITY FURNISHINGS



## INDON International

1621 Alden Rd  
Orlando, FL 32803  
Phone 1: (800)448-0896  
Email: rick@indon.biz  
Website: www.indoninternational.com  
Contact: Rick Gursky  
Specialty: Indon is a global producer of custom furniture for hotels, casinos, resorts and restaurants. We are design and quality driven, offering a diverse range of custom product capabilities. We work with your specifier's specs and images to provide a quote. Upon approval we'll develop and produce your furniture from manufacturing CAD's, a production schedule and project status report. Your order will be managed through its entirety by one of our project managers.

## HOUSEKEEPING SERVICES



Housekeeping Services

## Jani-King International Inc.

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



## MasterCorp Inc.

3505 North Main Street  
Crossville, TN 38555 USA  
Phone 1: 800-489-1718 ext 4403  
FAX: 931-484-1775  
Email: r.hale@mastercorpinc.com  
Website: www.mastercorpinc.com  
Contact: Russ Hale  
Specialty: Specialty: With over three decades of service, MasterCorp is the premier provider of housekeeping services to the resort timeshare industry. MasterCorp is a trusted, professional partner with:

- The 7 Steps to Clean™ process
  - Proven consistency
  - A quality-audit readiness & inspection system
  - The MasterMind™ housekeeping management app
  - Staffing – forecasting, recruiting, retention
  - E-verify and staff background checks
  - Integrated staff training & development
  - Laundry management
  - Carpet, upholstery and drapery cleaning
  - Detailed maintenance cleaning
  - Award-winning management
  - A culture of cleanliness, timeliness, & caring
- "The Most Trusted Name in Resort Housekeeping"

This  
Space  
Reserved  
For  
MATTER

## HOUSEKEEPING SERVICES



## 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."

## INSURANCE



## Armstrong Timeshare Insurance Services

2780 Skypark Drive, Suite 440  
Torrance, CA 90505 USA  
Phone 1: 844-282-0068  
Website: www.armstrongtimeshare.com  
Contact: Desmond Armstrong  
Subhead: License# 0172697  
Specialty: NATIONWIDE COMMERCIAL INSURANCE PROGRAM, including coastal wind & quake; loss control services; claim management services and a restoration program through our partnership with the worldwide leader in disaster recovery and property restoration, BELFOR USA.

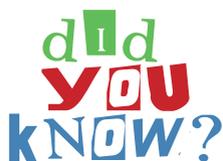
Armstrong has more than 30 years of experience working with timeshares and understands the complexities and unique exposures associated with timeshares and HOAs. Our ancillary services are designed to address the related items that drive the cost of protecting against TIMESHARE/HOA risks.

## 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



Beetles taste like apples,  
wasps like pine nuts, and  
worms like fried bacon.

## LEAD BOX PROGRAM SUPPLIES



## LeadBox.com

12407 E Slauson Ave Ste P  
Whittier, CA 90606 USA  
Phone 1: 800.353.6612  
FAX: (562)789-8851  
Email: mark@leadbox.com  
Website: www.leadbox.com  
Contact: Mark Bierotte  
Specialty: LeadBox.com is a leading producer of Lead Box Marketing Materials. We produce small custom orders as well as large custom jobs for National Campaigns. Lead Box Leads are still a great producer in the field and people still fill out entries through pen and paper. From Design to boxes, security pens, entry pads and customized artwork, LeadBox.com will be your easy one stop supplier. For ordering information, Please visit www.LeadBox.com or call 800.353.6612

## LEAD GENERATION



## iMDirect Marketing

1 East Washington Street, Suite 500  
Phoenix, AZ 85004 USA  
Phone 1: (866) 852-4661  
Email: mgomez@imdirectmarketing.com  
Website: www.imdirectmarketing.com  
Contact: Maria Gomez  
Specialty: iMDirect Marketing is a full-service direct response and performance marketing agency specializing in customer acquisitions programs. We develop business strategies that retains, optimizes and monetizes customers to increase customer lifetime value. We have proprietary business processes to effectively plan, build, launch, and manage highly responsive lead generation programs. iM increases engagement utilizing sophisticated tools: digital, direct mail, email, mobile, gamification, content generation, targeted data, cross-channel reporting, SEO, and predictive analytics supported by marketing technology.



## LogiCall Marketing

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

## 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 Ryczek  
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 Ryczek, Jim Bishop, Fred Dauch, Mark Raunikar 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. 17  
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 30 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 USA  
Phone 1: (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. Call Harry Van Sciver at 508-428-3458, or Fax us at 508-428-0607, or contact us at www.whitebriar.com

## LIST SERVICES



## iMDirect Marketing

1 East Washington Street, Suite 500  
Phoenix, AZ 85004 USA  
Phone 1: (866) 852-4661  
Email: mgomez@imdirectmarketing.com  
Website: www.imdirectmarketing.com  
Contact: Maria Gomez  
Specialty: iMDirect Marketing is a full-service direct response and performance marketing agency specializing in customer acquisitions programs. We develop business strategies that retains, optimizes and monetizes customers to increase customer lifetime value. We have proprietary business processes to effectively plan, build, launch, and manage highly responsive lead generation programs. iM increases engagement utilizing sophisticated tools: digital, direct mail, email, mobile, gamification, content generation, targeted data, cross-channel reporting, SEO, and predictive analytics supported by marketing technology.

# SUPPLIER DIRECTORY

## LOGISTICS/WAREHOUSING/ INSTALLATION/LIQUIDATION



**Harding & Companies**

Logistics | Transportation | Freight Management | Warehousing | Distribution | Installation

**Harding & Companies, Inc.**

4106 Meander Place  
Suite 205  
Rockledge, FL 32955 USA  
Phone 1: 407-494-9307  
FAX: 407-641-9928  
Email: rodharding@hardingcompanies.com  
Website: www.hardingcompanies.com  
Contact: Rod Harding  
Specialty: Harding & Companies, Inc., is a full service solutions provider for FF&E liquidation, FF&E warehousing, FF&E distribution and FF&E installation. Harding & Companies, Inc., was founded to assist clients plan, manage, coordinate and implement effective and efficient logistical solutions in the Hospitality industry.

## MARKETING

### Interactive MARKETING SOLUTIONS, INC.

IMS

1328 Capouse Ave  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Email: skelly@nepasonic.com  
Contact: Sean Kelly  
Specialty: IMS has been providing qualified sales prospects to the Timeshare and Travel Club industry for over 15 years. Don't settle for inconsistent tour flow or average VPG's, our customized, turn-key marketing campaigns are designed to produce buyers. IMS owns and operates its own call center and mail house giving you the flexibility to move on the fly and the opportunity to save money. All calls recorded for quality assurance. Track Results Certified Marketer. Call today and increase your VPG's immediately.



**Practical Marketing**

11419 West Palmetto Park Rd Suite 970184  
Boca Raton, FL 33497 USA  
Phone 1: 561-218-2755  
Phone 2: 561-218-2755  
Email: Valerie@practicalmarketing.net  
Website: www.avatartransfers.com  
Website: www.practicalmarketing.net  
Specialty: Practical Marketing Specializes in inbound calls and direct posts through numerous different project types. Practical Marketing has been in business since 1998 and brings many years of combined experience. We offer to our customers a hands on approach that will ensure your success. Successfully we run many diverse campaigns in the Cruise Industry, Timeshare Industry, vacation package industries that will drive your sales to an unexpected level. Our track record provides proven results through strategic planning and attention to detail. Call us at 561-218-2755.

## Resort Trades Testimonial

The Resort Trades publication is an integral part of our B2B marketing and advertising campaigns. Travel Incentives and Tour Generation are highly competitive industries and the Resort Trades have helped us maintain our competitive edge by working with us on desired ad placement, last minute changes as well as pre and post ARDA marketing campaigns.

Randy Fish, ARP -Vice President of Marketing, Holiday Travel of America

## MARKETING



**SML Marketing LLC**

162 South Peninsula  
Daytona Beach, FL 32118 USA  
Phone 1: 386-265-4975  
FAX: 386-469-0253  
Email: smlmarketingllc@aol.com  
Website: www.smlmarketingllc.com  
Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
Specialty: SML Marketing is a "complete solution" for your QUALIFIED marketing needs. The owners bring 35 years experience in the call center and tour generation industry providing hundreds of thousands of tours over the years. We provide one of the most extensive and flexible marketing programs in the vacation ownership and travel club industry. We offer proven campaigns that produce revenue. Our goal is to reduce our clients marketing costs.



**Timeshare Trades-ins, LLC**

10923 State Highway 176  
Walnut Shade, MO 65771 USA  
Phone 1: 417-334-8784 Ext 150  
Phone 2: 417-334-8787  
FAX: 417-587-3575  
Email: Sales@TimeShareTradeIns.com  
Website: www.TimeShareTradeIns.com  
Specialty: DEVELOPERS: TimeShare Trade Ins, LLC offers services to resort developers and HOA's worldwide, linking resorts together with API's conjoined with acquisitions of their respective properties. We offer our state of the art software that allows resorts to view properties originating within their portfolios and realizing the opportunity to reacquire them with a credit allowance for exchanging properties between resort. TimeShare Trade Ins, LLC creates an avenue of profitability coupled with the realization of decreased expenditures whereby, excluding the option of additional developments. Timeshare Trade Ins, LLC is built solely on trusted transparency and brings results to the industry by building long term relationships within quality timeshare resorts safely to all parties. Developer Resources contact is Melissa Willis 417-334-8787

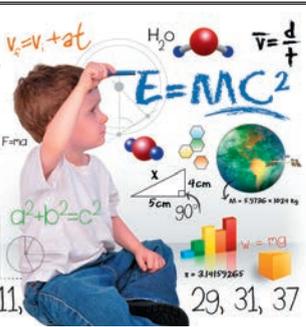
## NON-JUDICIAL FORECLOSURES



**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.

How do YOU Find the Right Time-share?



## OUTDOOR FITNESS EQUIPMENT



Promoting Wellness & Fighting Obesity One Community at a Time.

**Greenfields Outdoor Fitness**

Anaheim, CA 92801 USA  
Phone 1: (888)315-9037 x102  
Email: allison@greenfieldsfitness.com  
Website: www.greenfieldsfitness.com  
Contact: Allison  
Specialty: Greenfields Outdoor Fitness provides a refreshing place for vacationers and timeshare owners to enjoy the luxury of a resort setting while exercising outdoors. Embraced nationwide for its high quality and multi-generational appeal, the equipment provides a fun, socially-oriented style of fitness with activities for users at all fitness levels. Greenfields' product line includes the Professional Series with adjustable resistance and the Accessible Line for users in wheelchairs.



**TriActive America, Inc.**

178 S 4TH ST STE 101  
Grover Beach, CA 93433 USA  
Phone 1: (800)587-4228  
FAX: (805)595-1042  
Email: yyoung@triacriveamerica.com  
Website: http://www.triacriveamerica.com  
Contact: Yancy Young  
Specialty: TriActive America founded the dynamic, outdoor fitness equipment industry in North America in 2002. Like with an indoor gym, our products help improve fitness, but combines structured exercise with the natural boost users get from being outdoors. We manufacture more than 55 different, made-in-america products and have been installed in more than 2000 locations worldwide. Our premium E-Line Fitness, and TriActive Fitness product lines concentrate on strength, cardio, balance, and flexibility training. More detailed information can be found on our website, www.TriActiveAmerica.com, or give us a call at 800 587-4228

## 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!

## Resort Trades Testimonial

"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

## PREMIUMS AND WHOLESALERS



**Holiday Travel Of America**

6405 El Camino Real  
Carlsbad, CA 92009  
Phone 1: (760)431-8600  
Email: RandyF@htoa.com  
Website: www.HolidayTravelIncentives.com  
Contact: Randy Fish or Rich Romanello  
Specialty: HTOA has serviced the industry since 1988. We have every travel incentive imaginable and if we don't, we'll customize a premium to allow you to maximize your marketing. Our products are user-friendly and designed to comply with the toughest consumer laws in the U.S. We are a BBB A+ Accredited Business. Let us assist you in tour premiums, first day incentives and exit programs. Brand new online reservation request platform is available July 1, 2015.

## PUBLIC RELATIONS



**GBG & Associates**

500 West Harbor Drive #822  
San Diego, CA 92101 USA  
Phone 1: 619-255-1661  
FAX: 619-255-8597  
Email: georgi@gbgandassociates.com  
Website: www.gbgandassociates.com  
Contact: Georgi Bohrod  
Specialty: Public Relations and Positioning Strategy, Placement and Distribution Management  
In today's shared ownership arena, there is one Public Relations group which stands out in its ability to guide and manage business growth, create a positive platform for new business development and increase awareness for management companies, business services, products and resort developers. GBG & Associates is led by Georgi Bohrod, RRP to support the industry's brightest and most energetic talent and seasoned professionals. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates provides resources and spearheads tailor-made comprehensive B2B or B2C strategic plans incorporating both traditional and new media by managing the many moving parts which are part of an effective, comprehensive public relations program.

## PUBLIC RELATIONS & MARKETING



**SharonINK PR & Marketing**

8776 E Shea Blvd Ste B3A-306  
Scottsdale, AZ 85260 USA  
Phone 1: 310-923-1269  
Email: Sharon@SharonINK.com  
Website: www.Sharon@SharonPR.com  
Contact: Sharon Drechsler-Scott, RRP  
Specialty: Content creation, public relations and marketing services are provided by 26-year vacation ownership/timeshare resort industry veteran Sharon Scott, RRP. Creative, knowledgeable and fully invested in the resort industry, Scott is also publisher of Resort Trades, the timeshare industry's premier news journal, as well as ResortTrades.com. Her articles appear frequently in Developments magazine and Resort Trades, to name a few. She is a Registered Resort Professional with ARDA.

## Resort Trades Testimonial

I think the Trades has taken the lead in cutting edge reporting on issues that really matter to independent resorts.

R. Scott MacGregor of CaryMacGegor  
The Asset & Property Management Group, Inc.

# Automate Your Estoppel Processing and Save Time/Paper/Postage



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RequestMyEstoppel.com is a subsidiary of TimeshareProPlus.com, creators of the only online title and related services software designed specifically for timeshare resort operators. Each TimeshareProPlus module is available as a standalone, cloud-based portal, which is customized to meet your requirements. Call (800) 973-3316 or email Crystal O'Berry, at crystal@TimeShareProPlus.com for a free, non-obligatory demo.

Visit [www.requestmyestoppel.com](http://www.requestmyestoppel.com)

## RECEIVABLE FINANCING



### Whitebriar Financial Corporation

575 Mystic Drive PO Box 764  
Marstons Mills, MA 02648 USA  
Phone 1: (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. Call Harry Van Sciver at 508-428-3458, or Fax us at 508-428-0607, or contact us at [www.whitebriar.com](http://www.whitebriar.com)

## RECEIVABLES AND MAINTENANCE FEE SERVICING



Power, Performance, Personalization.

### Concord

4150 North Drinkwater Boulevard, Ste. 200  
Scottsdale, AZ 85251 USA  
Phone 1: 800-685-8736  
Phone 2: 480-214-2995  
FAX: 480-281-3135

Email: kderry@PowerOfConcord.com  
Website: www.PowerOfConcord.com

Contact: Kyle Derry, Director of Business Development

Specialty: Since 1988, Concord has been the industry leader for loan receivables & maintenance fee servicing

Servicing & Early Collections:

- Billing, Payment Processing & Performance Reporting
- Customer Service & Early Collections
- Leading Edge Technology & Disaster Recovery
- PCI Compliant & SSAE 16 Service Auditor's Report
- Credit Reporting to major credit bureaus
- FDCPA and State Regulations Compliance

## RECEIVABLES AND MAINTENANCE FEE SERVICING



### ResortCom International L.L.C.

6850 Bermuda Road  
Las Vegas, NY 89119 USA  
Phone 1: 619-683-2470  
FAX: 619-683-2077

Email: odiliar@resortcom.com  
Website: www.resortcom.com

Contact: Odilia Guiant

Specialty: 3 decades of experience. ResortCom, the industry leader in portfolio management and collections consistently provides top performing portfolios and the lowest cancellation rates. Working with 250,000 members/owners we process over \$500 million in credit card transactions annually. Our Las Vegas-based contact center is staffed with a team of multi-lingual professionals who use an award-winning CRM system to deliver service excellence. We offer a range of cutting-edge services and a flexible, customizable platform to maximize your success.

## RECREATIONAL GAMES



### The Chess House

PO Box 705  
Lynden, WA 98264 USA  
Phone 1: (360)354-6815  
FAX: (360)354-6765

Email: raphael@chesshouse.com  
Website: www.chesshouse.com

Contact: Raphael Neff

Specialty: Unplug the gadgets and refresh with a great game for sheer fun. Improve IQ, focus, and face to face time with your loved ones. Chess House has helped countless parks and resorts obtain a low cost, high visibility Giant Outdoor Chess that's easy to maintain and fun for everyone from toddlers to veterans.

## RENTALS AND RESALE



### SellATimeshare.com

32 DW Hwy, Suite 23  
Merrimack, NH 03054 USA  
Phone 1: 888-879-7165

Email: info@sellatimeshare.com  
Website: www.sellatimeshare.com

Specialty: SellaTimeshare.com is a way owners, resorts and HOAs can effectively tap into online demand for timeshare resales and attract new owners. Using our trusted, secure online platform, owners and resorts can advertise inventory for sale through our monthly subscription service to the one million visitors a year coming to our platform. Get the first 30 days for free with no long-term commitment and cancel at any time, so just use the time you need.



### VacationCondos.com

1 Vance Gap Rd  
Asheville, NC 28805 USA  
Phone 1: 855-826-6361

Email: info@vacationcondos.com

Specialty: VacationCondos.com was developed as a rental program to assist timeshare owners and Home Owners Associations with offsetting the costs of ownership. As the owner rental program has grown, so has the list of services VacationCondos.com offers. Through a core database of more than 100,000 renters and an extensive global distribution network, VacationCondos.com assists with empty and unused inventory, delinquent inventory, and unused owner inventory, generating revenue and helping your business' bottom line.

did  
YOU  
KNOW?

Bad handwriting? Keep in mind, more intelligent people tend to think faster, and as a result their handwriting is more sloppy.

did  
YOU  
KNOW?

Cuddling kills depression, relieves anxiety, and strengthens the immune system.

# SUPPLIER DIRECTORY

## RESERVE STUDIES



**Advanced World Concepts Inc.**  
2237 Del Mar Scenic Parkway  
Del Mar, CA 92014  
Phone 1: 858-755-8877  
FAX: 858-755-2754  
Email: sales@prsystem.com  
Website: www.prssystem.com  
Contact: Bill Chaffee  
Specialty: PRA Consultants are certified reserve professionals licensed and trained in implementing the PRA System for preparing the highest quality and most accurate Reserve Studies available. The system is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. PRA Consultants 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, building and unit configurations. This provides the foundation for a reserve management plan with financial support that is easy to understand and provides optimized contributions while projecting that sufficient reserve funds will be available when needed in the future.



**Association Reserves**  
5000 N Parkway Calabasas Ste 308  
Calabasas, CA 91302  
Phone 1: (800)733-1365  
FAX: (800)733-1581  
Email: pdaniels@reservestudy.com  
Website: www.reservestudy.com  
Contact: Paige Daniels  
Specialty: Association Reserves is a professional engineering consulting company that provides Reserve budget and disclosure solutions for Timeshares and Fractionals of all shapes and sizes. Established in 1986, we serve clients throughout the United States and the world. We perform approximately 4,000 Reserve Studies each year, from regional offices staffed specifically for this unique field. For more information, visit our website: www.reservestudy.com.

## ROOM AMENITIES



**Essential Amenities**  
Phone 1: 800-541-6775  
Email: diana.johnson@essentialamenities.com  
Website: www.essentialamenities.com  
Contact: Ms. Diana Johnson  
Specialty: Essential Amenities, Inc. is a well established guest amenity company providing high quality guest room toiletry products and accessories to boutique hotels, bed & breakfast inns, and resort properties. We offer a wide range of exclusively licensed collections that include Hermes from France, Exotic Coral, Poggesi, Ecrú New York, Little Green, Dickens & Hawthorne Cucumber & Acai, Joseph Abboud, Whytemor & Keach, and Lanvin Orange Ambre. All of our products are in stock and ship within 24 hours.

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

Jon Fredricks, CEO Welk Resorts LLC

## SHARED OWNERSHIP SERVICES



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

## SHARED OWNERSHIP TECHNOLOGY SOLUTIONS



**SPI Software**  
2600 SW 3rd Avenue, 5th Floor  
Miami, FL 33129 USA  
Phone 1: (305)858-9505  
Email: info@spiinc.com  
Website: www.spiinc.com  
Contact: Richard Corso, CEO  
Specialty: Since 1978, the technology partner 'gold standard' for shared ownership resorts, private residence and vacation clubs. Solutions available as modules or a complete Enterprise System.

Marketing – Lead Management & Fulfillment, Tours, Premium Inventory  
Sales – Documents & Emails, Sales Tracking, Commissions  
Resort Management – Central Reservations, Property Management, Owner Rental  
Finance – Mortgage Receivables, Maintenance Fees, Collections  
Web Services – Owner Portal, Booking Engine, GDS / OTA Connectivity  
Hablamos español!

## 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.logical.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 help 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.

## LAWs Still ON THE BOOKS

In many parts of the country, the price of beauty can be stiff. Women in Florida, for example, can be fined for falling asleep under a dryer in a hair salon

## TOUR GENERATION



**IMS**  
1328 Capouse Ave  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Email: skelly@nepasonic.com  
Contact: Sean Kelly  
Specialty: IMS has been providing qualified sales prospects to the Timeshare and Travel Club industry for over 15 years. Don't settle for inconsistent tour flow or average VPG's, our customized, turn-key marketing campaigns are designed to produce buyers. IMS owns and operates its own call center and mail house giving you the flexibility to move on the fly and the opportunity to save money. All calls recorded for quality assurance. Track Results Certified Marketer. Call today and increase your VPG's immediately.



**LogiCall Marketing**  
1232 E Broadway Rd #220  
Tempe, AZ 85282 USA  
Phone 1: 602-483-5555 xt. 300  
Email: tpranger@logical.net  
Website: www.logical.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.



**SML Marketing LLC**  
162 South Peninsula  
Daytona Beach, FL 32118 USA  
Phone 1: 386-265-4975  
FAX: 386-469-0253  
Email: smlmarketingllc@aol.com  
Website: www.smlmarketingllc.com  
Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
Specialty: SML Marketing is a "complete solution" for your QUALIFIED marketing needs. The owners bring 35 years experience in the call center and tour generation industry providing hundreds of thousands of tours over the years. We provide one of the most extensive and flexible marketing programs in the vacation ownership and travel club industry. We offer proven campaigns that produce revenue. Our goal is to reduce our clients marketing costs.

## TOWEL SERVICES



**Towel Tracker**  
1950 Waldorf St NW  
Grand Rapids, MI 49544 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**  
PO Box 2803  
Harrisonburg, VA 22801 USA  
Phone 1: 800-636-5646 U.S.  
Phone 2: 540-434-4280 Canada  
FAX: 703-814-8527  
Email: info@care-online.org  
Website: www.care-online.org  
Contact: Linda Mayhugh, President  
Motto: C.A.R.E. is the vacation industry  
Specialty: C.A.R.E. is the vacation industry's premier trade association. Since 1985 C.A.R.E. members including Travel Clubs, Wholesalers, Developers, HOA's, Resorts, and Management and Exchange Companies have been providing each other with opportunities for vacation fulfillment and exchanges and revenue enhancement through increased inventory utilization and yield management. Vendors and service providers gain increased exposure through C.A.R.E. membership and networking opportunities. Members benefit from outstanding networking and professional development opportunities at semi-annual conferences. Enhance inventory utilization and fulfillment and connect with members through exclusive C.A.R.E. online information systems.



**Travel Reseller Initiatives Project**  
7729 E Greenway Rd Ste 400  
Scottsdale, AZ 85260 USA  
Phone 1: (602)753-4210  
Email: rob@tripforchange.org  
Website: www.tripforchange.org  
Contact: Robert Andrew  
Specialty: Travel Reseller Initiatives Project, TRIP, is a not for profit 501c6 industry association supporting the travel club vertical. TRIP works to promote best practices and industry accreditation for distributors, fulfillment entities and marketing companies. By protecting the integrity of the industry and educating consumers, TRIP fosters a positive public image that will allow the travel club sector to continue to prosper. Visit www.tripforchange.org to learn more, or call 602-753-4210 to see how you can be involved for the future of travel clubs.

## TRAVEL CLUBS AND EXIT PROGRAMS



**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 you 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. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!  
Distributor Inquiries Welcome

## Resort Trades Testimonial

Thank you for everything, we are starting to get responses to our Ad already!  
Warren Smith, Vice President,  
Cranberry Waterfront Suites

## TRAVEL CLUBS AND EXIT PROGRAMS



**Global Connections, Inc.**  
5360 College Blvd, Suite 200  
Overland Park, KS 66211 USA  
Phone 1: 913-498-0960  
Email: mgring@gcittravel.net  
Website: <http://www.explorepci.com>  
Specialty: Global Connections, Inc. -- a highly respected developer, travel club fulfillment and service provider is recognized as a leader in the travel club industry offering its members a host of benefits and vacationing options to more than 700 North American resorts. GCI is the owner and developer of resorts in California, Florida, Tennessee, and Colorado and further owns and leases multiple resort condominium units throughout the United States, Canada, Mexico and the Caribbean, providing members with the opportunities to enhance life experiences through vacations while upholding their commitment to superior customer service.



**Holiday Travel Of America**  
6405 El Camino Real  
Carlsbad, CA 92009  
Phone 1: 760-431-8600  
Email: RandyF@htoa.com  
Website: [www.HolidayTravelIncentives.com](http://www.HolidayTravelIncentives.com)  
Contact: Randy Fish or Rich Romanello  
Specialty: HTOA has serviced the industry since 1988. We have every travel incentive imaginable and if we don't, we'll customize a premium to allow you to maximize your marketing. Our products are user-friendly and designed to comply with the toughest consumer laws in the U.S. We are a BBB A+ Accredited Business. Let us assist you in tour premiums, first day incentives and exit programs. Brand new online reservation request platform is available July 1, 2015.



**RSI Vacations**  
150 Governor's Square  
Peachtree City, GA 30269  
Phone 1: 770-486-1181 Office  
Phone 2: 386-679-0459 Mobile  
Email: ctlynch1@gmail.com  
Website: [www.RsiVacations.com](http://www.RsiVacations.com)  
Contact: Todd Lynch  
Specialty: With over 34 years of experience in the travel space, RSI Vacations is a leading provider of private-branded Leisure Lifestyle and Travel Benefits.  
Our proprietary benefits include four unique Getaways Programs, each of which offers outstanding value on such things as Hotels, Cruises, Packaged Vacations and Resort Condos.  
So, whether you plug our benefits into your timeshare, points or travel club offering, the result is the same... Higher VPG's, lower Rescission, and better Owner Satisfaction and Retention.  
RSI Vacations – Routinely Amazing!

did  
YOU  
KNOW?

If you drink enough water in the morning, you will actually feel happier, sharper, and more energetic throughout the day.

## TRAVEL CLUBS AND EXIT PROGRAMS



**Travel To Go**  
7964-B Arjons Drive  
San Diego, CA 92126 USA  
Phone 1: 800-477-6331 ext. 108  
Email: tmiddaugh@TravelToGo.com  
Website: [www.traveltogo.com](http://www.traveltogo.com)  
Contact: Tommy Middaugh  
Specialty: Travel To Go has been specializing for over 25 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 and financing.  
Please contact:  
info@traveltogo.com  
800-477-6331, ext 108

## 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](http://www.ETTSI.com)  
Contact: Frank Bertalli  
Specialty: ETTSI Incentive Premiums helps you 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. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!  
Distributor Inquiries Welcome



**Holiday Travel Of America**  
6405 El Camino Real  
Carlsbad, CA 92009  
Phone 1: (760)431-8600  
Email: RandyF@htoa.com  
Website: [www.HolidayTravelIncentives.com](http://www.HolidayTravelIncentives.com)  
Contact: Randy Fish or Rich Romanello  
Specialty: HTOA has serviced the industry since 1988. We have every travel incentive imaginable and if we don't, we'll customize a premium to allow you to maximize your marketing. Our products are user-friendly and designed to comply with the toughest consumer laws in the U.S. We are a BBB A+ Accredited Business. Let us assist you in tour premiums, first day incentives and exit programs. Brand new online reservation request platform is available July 1, 2015.

LAWS STILL  
ON THE  
BOOKS

If you're a woman living in Michigan, you might want to check with your husband before heading to the hair stylist. According to state law, your hair belongs to your spouse and you'll need his permission before you can alter it.

# Take away the guess work



# 5

## ways Resort Trades can help you.

### 1 Create a Presence

### 2 Promote Awareness

### 3 Build Relationships

### 4 Solidify Credibility

### 5 Enhance Branding

For advertising information call us at 931.484.8819.  
See how hard Resort Trades can work for you!

Trades

# Faces & Places

Jan. 2016

The resort manager's café:  
A gathering place for the timeshare industry's true insiders

A new and final phase of townhouse construction begins in January at CLC World's flagship mixed-use resort in the US: **CLC Regal Oaks** in Kissimmee-Orlando, Florida; where more than 300 holiday properties have already been sold and a further 50 sales are pending completion. The company reports that with buyers already having spoken for just under half of the planned 37 new 2 and 3 bedroom properties, and only 25 remaining from previous phases, the company is well on its way to achieving a successful sell out through its estate agency arm: CLC Estates.



"It shows that a combination of incredible location, just four miles from Walt Disney World®, and CLC World quality evident in the accommodations, resort design and facilities, is a win-win for those looking to buy not just in Florida's top tourism hotspot but the

whole of America's," says **Laura Sherman**, Resort Manager.

**Joe Russoniello**, founder & CEO of the South Florida-based **Brand Tango** branding, design and digital incubation agency, announces they



Tango's thoughts, processes and ideas regarding where the industry is going.

According to Russoniello, the site will display Brand Tango's ability to solve marketing problems and the development of platforms that generate incremental revenue. "With over 125 industry awards, we focus on crafting brand stories, positions and messages that perform in the analog and digital spaces as they build emotional and cognitive connections with real people," says a company spokesperson. "As the creators of the Digital Member Kit and Tango CRM, we have continued developing digital offerings that reduce owner servicing time and cost, as well as serve new and emerging product types. BT's Booking, On-site, Tour, Sales and Servicing technology solutions, like our tablet-based Digital Sales Presentation, can help you create an ongoing connection

will have a new website in January 2016. The company just celebrated its tenth year of producing award-winning work in 2015. The website will showcase the agency's commitment to excellence by featuring case studies and an active journal filled with Brand

with your Owners/Members."

**SPI Software** has announced a preferred partnership with LeisureLink, delivering added value to their shared clients. SPI prides itself in providing innovative best-in-class technology products and



services to the shared ownership arena. "SPI is committed to providing best-in-class solutions for our partners, not simply software," says **Richard Corso**, CEO of SPI Software. "Online distribution is critical for most every resort. Shared ownership

facilities have unique distribution and revenue management needs."

Travel industry leader **Global Connections, Inc. (GCI)**, a travel club fulfillment and service provider of Global Discovery Vacations, recently held two successful fundraising events. The first, the 6th Annual Links of Hope was held in conjunction with Title Boxing Club and benefitted Hope House, Missouri's Largest Domestic Violence Shelter. The other event sponsored by GCI, Guns N Hoses, was a boxing event held in the Grand Ballroom of the Kansas City Convention Center to benefit

## CLASSIFIEDS

### EMPLOYMENT



Ocean Canyon Properties is looking for (2) experienced membership camping sales managers. We offer a salary plus commission and monthly bonus, health benefits and a 401(k) retirement plan. With resorts in six states and growing, we are seeking career minded individuals with a proven track record. Please contact George Jacobs, VP of Sales, at [george.jacobs@oceancanyon.com](mailto:george.jacobs@oceancanyon.com) or call 903.306.2494 or apply online at [www.oceancanyon.com](http://www.oceancanyon.com)

### INVENTORY FOR SALE

**French Lick Springs Villas**  
Several weeks of Timeshares in Historic French Lick in Southern Indiana very reasonably priced to sell, sleeps eight, yearly maintenance fee. For more information call 800-522-9210. [www.frenchlickspringsvillas.com](http://www.frenchlickspringsvillas.com)

### INVENTORY FOR SALE



**Choice Properties, Inc. is looking for experienced marketing teams and individuals looking to join our team.**  
RCI Points affiliated Deeded inventory. II Club Interval Gold affiliated Deeded inventory IN HOUSE MARKETING Travel Club Barclay credit card Financing Unlimited use of online contract software. Sell the same product as the major developers for a fraction of their price. Call today to secure your location. Call Rob 936-499-6224 or e-mail [Rob@echoiceproperties.com](mailto:Rob@echoiceproperties.com).  
**Vacation Clubs**  
11,000,000 RCI Points available in Increments of 10 units. Low, low cost per point. Call or text 570-677-0557

### 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.

### did YOU KNOW?

When parking your elephant at a meter in Orlando Florida, be sure to deposit the same amount of change as you would for a regular motor vehicle

INTEGRITY IS DOING THE RIGHT THING. EVEN WHEN NO ONE IS WATCHING

C.S. LEWIS

CALL OUR SALES TEAM



Call Marla Maertins at 931.484.8819

# Trades **Faces & Places**

S.A.F.E., the Surviving Spouse and Family Endowment Fund, a not-for-profit organization of the Kansas City Crime Commission that supports the families of Law Enforcement Officers, Firefighters and Emergency Services Personnel in the Kansas City metropolitan area who have perished in the line of duty.

According to **Tom Lyons**, President and CEO of GCI and co-founder of Title Boxing Club, “six years ago Title Boxing Club, began sponsoring this golf tournament. Over the years we have raised substantial funds for Hope House. Last year Title Boxing Club combined forces with GCI and together we raised \$11,000. In addition, Title donated authentic championship boxing belts to each player in the winning foursome.”

In a poll conducted by USA Today that named the top indoor waterparks across the United States, **Aquatic Development Group (ADG)** designed and built 5 of the top 10 parks while their aquatic equipment, including wave systems, transparent roofing systems, filtration equipment and



FlowRider® attractions were featured in 9 out of the top 10 parks, according to an ADG spokesperson.

Orlando-Florida-based **staySky® Vacation Clubs** is pleased to announce the promotion of **Jack Chevrier** to president of the membership-based vacation club. The promotion reflects the program’s game-changing business model and fast growth. In his new role, Chevrier will oversee all elements of the business, including defining the organizational vision and strategy, further developing the sales and marketing infrastructure, and building strategic alliances to enhance member benefits.



We are delighted to promote Jack to president of staySky Vacation Clubs,” said **John Gordon**, CEO of staySky and parent company, Club Trust. “He has played a pivotal role in creating the Club’s highly successful sales and



marketing programs, building a cohesive leadership team and cementing a solid foundation for this new business. With his vision and industry expertise, Jack has demonstrated exceptional value to our company and a deep commitment to his colleagues and our exciting new brand.”



A market research firm has been conducting information-sharing conference calls to discuss **Marriott Vacation Ownership** and **Diamond Resorts International**. Their goal appeared to focus on the future viability of these major publicly held companies, assessing consumer acceptance and satisfaction, reviewing points versus deeded weeks on the secondary market and other aspects of the companies. Spokespersons describing their views about the industry included **Jeff Weir**, a writer for **RedWeek.com**, and **Gregory G. Crist**, who is CEO of the **National Timeshare Owners Association**.



## THANK YOU FOR HELPING DRIVE OUT POVERTY



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### OUR TOURNAMENT HOSTS

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# TURN THAT FROWN UPSIDE DOWN



## HOA'S AND RESORT MANAGERS CAN MAKE OWNERS SMILE WITH 40% OFF THEIR FIRST DAE EXCHANGE

It's a fact that exchange plays a significant role in Owner satisfaction levels. When Owners don't get value and results from their exchange company, it negatively impacts you and your product. Maintenance fee receivables, upgrade opportunities, referral levels and revenue all take a hit.

DAE is committed to our promise to **Change Exchange**. For a limited time, we are offering 40% off one exchange without the need to deposit a week until an exchange match is made. Owners will discover DAE's innovative **Have A Week, Get A Week** approach and experience **Live Custom Request Searches** designed to match them to the perfect vacation. Don't worry, you'll be happy with DAE.

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