

Vol 31, No. 9 | September 5, 2018 | [www.ResortTrades.com](http://www.ResortTrades.com)

# Resort Trades

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# Welcome to Resort Trades' Annual Sales & Marketing Edition

To any of our readers with an interest in the marketing and sales of timeshare resort interests or to others operating a resort that has a pressing need to promote resales and rentals, does it ever seem that technology and socio-economic norms are so terribly mercurial today that it's impossible to catch up? Do you ask yourself if you could be doing a better job when it comes to providing leadership to your peers, regardless of your role in the business?

Well, you're not alone! Our aim in this edition of Resort Trades is to give you a little encouragement and, hopefully, provide a little enlightenment. Pursuant to this goal, we are honored to present to you the second of the Tom Goetschius series, "Principle Based Training." Goetschius is well known in the Resort/Hospitality Industry as a public speaker and expert in the areas of personnel development and training, particularly in the area of sales. The first of his series ran in the August 2018 edition of The Trades and revealed the true secret of success in sales or any facet of the business: namely, relying on closely held beliefs and principles, rather than rote techniques. This

month Goetschius focuses specifically on sales, sharing insights he has gained over three decades of real-life experience working with sales lines. His in-depth approach bears reading and rereading for anyone interested in truly excelling in the art of sale; start the journey on page 12.

In her article beginning on page 20, "Renewing Our Outlook on How to Promote Owner Resales," Kelley Ellert shares some tips on addressing Zig Ziglar's "5 no's" – no need, money, hurry, desire, or trust. Learn what Ellert finds of value in what is called, Design Thinking. It'll have you rethinking how you think!

Although our topic for the month is sales and marketing, we came across a few other articles worthy of inclusion. One of these was a great 'get,' the timeliness of which we felt just couldn't wait for another month. This is Withum Partner Lena Combs' summary of the 2018 edition of the Association of Certified Fraud Examiners' global study on occupational fraud and abuse, entitled "Report to the Nations." This phenomenal article should be on every leader's 'must-read' list and shared with



Sharon Scott Wilson, RRP  
Publisher Resort Trades

other key executives in every department.

We hope that you have had a successful summer and are looking forward to a prosperous autumn season. Please let us know if there are any topics of interest to you that we should cover. If you have an article of your own you'd like to share, please email it to me at [Sharon@TheTrades.com](mailto:Sharon@TheTrades.com). Thank you!

Sharon Scott Wilson, RRP  
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01

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03

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### About National Hospitality Group

National Hospitality Group (NHG) is a vacation ownership and hospitality organization which provides quality, customized management services for the timeshare industry. NHG is composed of three proven management organizations (SPM Resorts, Defender Resorts and Capital Resorts Group). Combined they have more than 70 years of experience managing resorts and offering services from human resources, accounting, operations, marketing and high volume sales.

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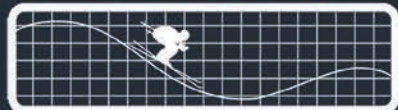
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# Top Team Members

Meet the People Who Make  
the Resort Industry Great!

by Marge Lennon

## Sean Coogan Vice President Resort Operations Welk Resort San Diego



Many of today's timeshare veterans have had significant experience within the timeshare industry, but few have enjoyed three decades of amazing success within the same company! In 1988, when Sean Coogan joined the Welk organization as a Box Office Supervisor at the company's first resort theater in Escondido, California, he was attracted by the musical element of the position. The connection was natural since he had been a performing vocalist and Welk Resorts had been founded by famed musical entertainer Lawrence Welk.

Sean graduated with a bachelor's degree from William Paterson University in Music Management in New Jersey. Upon moving to California, he was offered the Box Office position with what was then called Lawrence Welk Resort Villas, which was in its first phase of timeshare development with 286 units and a 130-room hotel, plus a golf course, and restaurant. By 1996, he was promoted to Producer Theater Manager, where he learned the nuances of true hospitality.

As his leadership skills became obvious, in 2006 Sean was selected as Director of Operations. By 2009, he was promoted to General Manager of the company's flagship resort – now named Welk Resort San Diego – with 450 acres, 714 units, five recreation centers, eight pools, two golf courses, retail operations, multiple restaurants, ARDA-award winning activity programs, a live theatre and three associations.

Tell them you saw it in The Trades

In 2014, his responsibilities were expanded to include his appointment as Regional Director of Operations for Welk Resort San Diego, Lawrence Welk Desert Oasis, Northstar Lodge and One Village Place in Lake Tahoe, California, which basically means he seldom sleeps.

Today, Sean leads a team of over 200 associates to keep everything running smoothly for the 3,000 to 5,000 guests who are on property at any given time. He is a Certified Hotel Administrator from the American Hotel & Lodging Association and is an ARDA Registered Resort Professional.

This hands-on leader often performs similar to "Undercover Boss" but openly working as the GM within various departments to have an understanding of each team. He has mowed grass on the golf course, washed dishes in the restaurant, and checked guests in at the Front Desk. He believes his "working visits" within departments have enabled him to personally get to know the staff, become a stronger leader and gain the trust of his team members.

Many of the big events for guests and the local community came from his fertile creative mind. These include an annual golf cart parade with owner participation and the Patriots on the Green golf tournament benefiting veterans. He has raised money for the local YMCA – providing memberships for families unable to pay – and helped generate funds for the local Prostate Cancer Foundation.

The weekly Festival Under the Lights and Farmers Market generate significant resort and company revenues and the annual two-week long Winter Wonderland brings over 2,000 people to the resort each day, resulting in over one million dollars in timeshare sales during the event last year.

With 3000 to 5000 guests on property at any given time and the resort running at 90% occupancy, the management challenges are endless. During serious California weather

scenarios – such as wild fires ranging just miles from his resort – Sean played a significant role in keeping things calm and communicating to guests about emergencies procedures.

After three decades as a hospitality professional, Sean knows there is nothing better than seeing timeshare owners happy on their vacation. When not guiding his resort team, he returns to the Jersey shore each year to visit family and maintain this same tradition with his own children.

During his 30-year journey with Welk Resorts, Sean has been fiercely loyal to his company, his team members, and the thousands of guests they have served along the way. While he has witnessed not only the growth of the property he manages but also the growth of the company and the entire industry. ■

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

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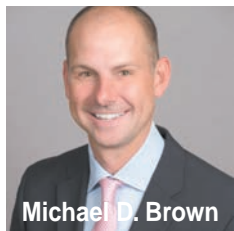
# FACES & PLACES

## Wyndham Destinations

(NYSE:WYND) today announced it is building a vacation ownership resort in the heart of downtown Portland, Oregon, as part of the company's efforts to provide exciting urban experiences to its owners.



"The Portland development exemplifies the strategy to utilize our established brands to grow our business in new and existing markets. This will be an exciting location for us, adding to our stellar urban portfolio. Resorts like this provide desirable destinations for our owners, while also helping facilitate lead generation and new-owner sales," said



**Michael D. Brown**, president and CEO of Wyndham Destinations.

Upon anticipated completion in the first half of 2019, the proposed WorldMark Portland – Waterfront Park is expected to feature 75 condominium-style suites including studio, one- and two-bedroom suites for WorldMark by Wyndham® and CLUB WYNDHAM® owners and guests visiting the popular downtown destination.

"WorldMark by Wyndham has great drive-to offerings, with a heavy west coast presence, and a growing east coast offering, now including Myrtle Beach, which we were able to add to our WorldMark brand in 2018," Brown said.

**True Incentive**, a Florida based company that provides direct marketing solutions with marketing and sales incentives announced it had expanded its services to stimulate consumer motivation with three unique offerings: TruePerk, TrueAir and TrueLead.

**Taylor Billington**, True Incentive's CEO says, "We are proud of our new and improved offerings. These initiatives exemplify True Incentive's ongoing



(l. to r.; True Incentive Founder Gary Baron and CEO Taylor Billington)

ing evolution into the digital arena." According to True Incentive, the new services expand the options available to True Incentive's client base and are designed to improve customer loyalty, brand awareness and revenue.

According to **Gary Baron**, Founder of True Incentive, "TruePerk, TrueAir and True Lead are particularly effective services. They are part of our significant growth and are impacting substantial sales and marketing increases for our clients."

The company also offers its B2B clients a dynamic online catalog of its

and only a few hundred of their fellow members and guests.

"I'm really excited to be partnering with Diamond Resorts," Corbin said. "I look forward to being part of the family and entertaining guests at their fine resorts."

"Easton is a world-class country artist and we are thrilled to have him join our team of Diamond Celebrity ambassadors," said **Mike Flaskey**, Chief Executive Officer of Diamond Resorts. "We can't wait for our members to meet him and know his shows will be a hit across generations."



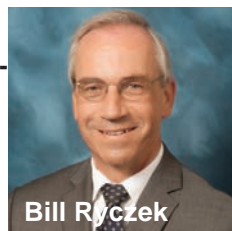
**Easton Corbin**

products which include products such as land vacations, airfare, and cruises. The catalog is continually updated with improved product descriptions, details and pricing.

**Diamond Resorts™**, a global leader in the hospitality and vacation ownership industries, announced that country music singer and songwriter **Easton Corbin** is the company's newest Diamond Celebrity ambassador. Diamond Resorts members will have exclusive opportunities this year to enjoy intimate, private shows with Corbin

Go to <http://eastoncorbin.com> to hear one of Corbin's latest release.

**Vacation Club Loans**, a consumer financing company exclusively designed around timeshare resales, secured additional financing from industry lender **Colebrook Financial Company**. Colebrook has extended the credit line available to Vacation Club

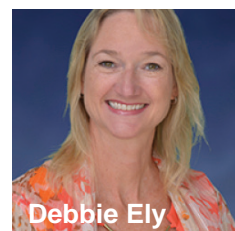


**Bill Ryczek**

Loans from \$3,000,000 to \$6,000,000. The increased funds are expected to have an immediate positive impact on the resale market nationwide.

**Bill Ryczek**, Colebrook Financial states "When we started doing business with Vacation Club Loans, the size of the market was somewhat of an unknown, so we started small. Not only has the volume been higher than we anticipated, the performance of the receivables has been truly outstanding. We're happy to increase our facility, and hope we have to do it again soon."

**Debbie Ely**, RRP, president of Vacation Club Loans says: "The timeshare industry's resale market is under-valued. By providing easy financing to secondary market buyers we can increase the value of timeshares purchased this way. We're extremely lucky to have Colebrook Financial here to support us."



**Debbie Ely**

**CustomerCount®**, the cloud-based customer feedback management system, has teamed with **Howard A. Bendell**, RRP in an affiliate marketing relationship to provide valuable operational insights and analytics to CustomerCount's clients. With more than a quarter century of vacation ownership and real estate focused experience, Bendell has been actively involved in the development and implementation of key strategic initiatives, and the creation of new programs and products, through the management and design of industry and consumer-based research initiatives. This association will enable CustomerCount clients to effectively align survey results with their own tactical and strategic priorities.

Referred to as WRAP, CustomerCount's Worldwide Research Analytics Program expands upon quantitative reporting capabilities with an enhancement that dives deep into customer attitudes and sentiments, while focusing upon operational process and service improvement. The program partners CustomerCount's top-of-the-line data capture and reporting mechanism with Bendell's objective industry knowledge and in-depth data analysis. ■





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# Principle Based Training...

## Sales – Part II

By Tom Goetschius



People, says, "Seek First To Understand... Then Make Yourself Understood"

### Influence Through Involvement:

Successful sales have little to do with a *dazzling sales pitch* and everything to do with guiding your customer to an understanding of what it is they desire. People believe ten thousand times more in what they say than anything the salesperson tells them. Securing important information from customers and giving them choices are as important as giving information and making presentations.

Salesperson behavior:

- 1) Talk less and listen more
- 2) Realize that objections are a sign that the customer is involved.
- 3) Encourage customers to participate in determining their needs, desires, and aspirations.
- 4) They must tell you what they see, what they want, and how they will use it.

Finally, the principles determining effective salesperson behavior would be incomplete if it didn't include **Principles For Successful Living**. These principles override all other principles because they should apply to everyone in all situations. They are sometimes called the *Laws Of Nature*. Whatever they are called, they are *Universal Laws*.

The Principle of Reciprocity: In terms of behavior, you will get back what you give.

Following is the second in Tom Goetschius' three-part series, "Principle Based Training." Last month's article, Principle Based Training – Part I – focused on how managers using principles, rather than 'techniques,' could teach staff to communicate more effectively. This month we are looking at principles involved specifically in sales training. The third part of his series will be about principles for living a successful life.

### Sales Principles:

Of course, there are sales principles that determine the behavior of salespeople. The Forum Corporation is a Boston based consulting company focused on sales performance. After collecting several hundred thousand pieces of data on sales, they determined that there are three principles that should determine the behavior of salespeople.

### Focus On The Customer:

It is important to always put the customer at the center of the buying process. There is wisdom in the age-old expression, "The Customer Is Always Right". This is not only figuratively correct, but actually correct. From the customer's point of view, they are always right.

Salesperson Behavior:

- 1) Concentrate on the customer's buying cycle, their point of view, and their state of mind (noise)
- 2) Ask yourself, "What's in it for the customer?"
- 3) Make sure that everything you say or do is valuable to the customer.
- 4) Communicate the value to the customer.

### Earn The Right To Advance:

A customer's mild interest is not justification to make a product presentation.

Salesperson behavior:

- 1) Deal with each customer's concerns and questions at each step of the process before advancing.
- 2) Ask if all issues and concerns have been resolved and all questions

- have been answered.
- 3) Be a facilitator, a consultant, and a resource for the customer, not a peddler.
- 4) Ask for permission to move on or to make another point.

Dr Stephen Covey, in his milestone book The Seven Habits Of Successful







Salesperson behavior:

- 1) If you want your customer to be open minded, then you must be open minded.
- 2) If you want your customer to be understanding, then you be understanding.
- 3) Whatever behavior you want from your customer, be willing to give it.
- 4) Be aware of the negative aspect of this powerful principle. If you give hostility, you will get hostility in return. Whatever negative behavior you give will earn you the same in response.

#### The Investment/Return Principle:

You have to put something in in order to get something out. The larger the investment, the larger the return. Whatever you want in life is equal to the amount of work, effort, dedication and sacrifice you are willing to put into it.

Salesperson behavior:

- 1) There are no shortcuts. Study your craft. Read books. Listen to tapes or CD's
- 2) Never be satisfied, saying, "There has to be a better way".
- 3) Practice, practice, practice.

Three sets of principles....

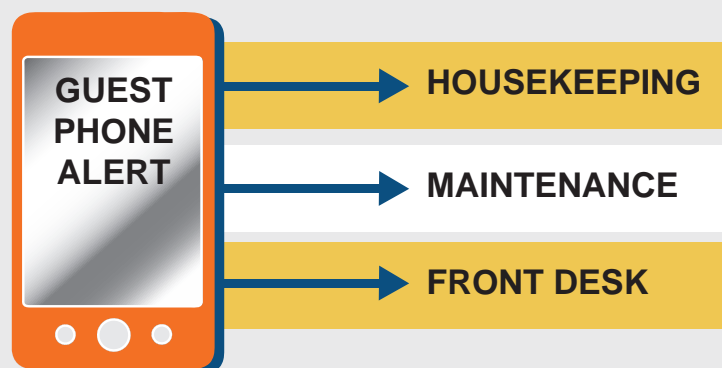
**Principles For Effective Communication, Principles For Effective Sales, and Principles For Living A Successful Life...** Each provides "fundamental truths". Each "forms a foundation for a system of behavior". Each leads to "rules that explain or control how something

happens or works", in our case, in sales. Salespeople should strive to always be in alignment with these principles and heed the behaviors they demand. These principles should be taught before any sales technique or methodology. They will make evident the power and effectiveness of whatever sales technique is used, and moreover, enable salespeople to "develop their own techniques and be successful in any environment". ■

*After obtaining a Master's Degree in Interpersonal Communication from the State University of New York, and teaching speech and directing theatre at SUNY Morrisville, Tom Goetschius became involved in the resort industry. He spent 35 years in the industry serving as a salesperson, manager, director of sales, trainer, and project director. He started Tom Goetschius Associates, a training and consulting company, in 1994. Currently, Goetschius is Adjunct Professor of Speech, at Valencia College, Kissimmee, FL*

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# Do We Need a Damage Waiver?

By Dennis DiTinno

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**R**esort management professionals who may have previously offered damage insurance to occupants, can no longer do so. Late last year the Federal Trades Commission instituted a new law that required all agencies offering travel or damage insurance to be licensed and registered in each state that the guest called home. Obviously, this is a task outside the realm of any single company, not to mention the expense of initiating a program and annual renewals.

At properties managed by my company, Liberté Management, we had charged \$45.00 to cover \$1,500.00 in damages instead of demanding a \$200.00 cash deposit or keeping an open, unsigned credit card voucher for damages or incidentals charged by guests. Neither of these latter two methods were very popular with guests, nor were they a very good alternative for the resort. Thanks to the FCC's regulations, it became necessary to revert back to the ever unpopular request of a signed, blank credit card slip. Needless to say many of our guests were not pleased.

After a great deal of investigation and research concerning legal issues, we have come up with a viable solution. As we will continue to offer Travel insurance thru a similar company, we are now able to offer a "Damage Waiver" which is different than insurance. We recommend the addition of this fee to each reservation or to establish a set amount of damage deposit.

## Damage Waiver in a nutshell

*What it is:* The essence of damage waiver is this: the renter pays the homeowner or manager a fee in lieu of putting down a security deposit and is contractually released from liability for accidental damage. The homeowner essentially assigns the fee to the manager or agent and makes damage repair a duty of that individual or company.

*Why you need it:* Damage waiver fees benefit managers, renters, and homeowners.

- Managers find that damage waiver fees are among their most profitable return guest services, whereas they lose money and repeat renters when administering cash security deposits.
- Renters happily pay a nominal damage waiver fee of as much as \$40 or more. At Liberté, we have negotiated a \$35.00 fee. This frees up the guest's cash that would otherwise be tied up for months in a security deposit.

- Some homeowners feel nervous without a security deposit, but most find that it is easier to make their rental manager responsible rather than renters who often deny responsibility.

## What's the difference between insurance and a damage waiver?

*Insurance Distinguished:* Damage waiver programs can be cast as an insurance product, and some managers and homeowners do

offer them as insurance (e.g., Property Damage Protection). But renter damage is relatively minor and doesn't require risk to be spread among a large group (the key attribute of insurance) to protect renters or homeowners. When cast as non-insurance, damage waiver programs **must not** look like insurance.

- Insurance (which requires licensing) legally involves three parties: the insured who causes damage (renter), the person injured (homeowner), and a third-person insurer. A damage waiver generally involves two: the renter and homeowner (the manager acts as the homeowner's agent).
- Good self-administrated damage waiver programs (non-insurance products):
  - o Are legally set up as two-party contracts between the renter and homeowner
  - o Explicitly state that damage waiver is not insurance
  - o May be invisible to the renter (no option, no fee), except for a note that renters will not be responsible for accidental damage if they promptly report it.

*Third-Party Involvement.* When insurance brokers offer damage waiver programs for managers, their commercial value lies primarily in the convenience to managers who don't want to administer it or who don't want to worry about the lines separating insurance and damage waiver. Insurance as protection against devastating financial exposure (a reason behind automobile insurance) is not a key benefit.

## What do you need to know?

On the up-side, damage waiver programs can:

- Be an important revenue source on returning guests for the owners,
- Coexist with security deposit policies ("Pay a waiver fee or leave a deposit"),
- Eliminate substantial expenses

*Go to [ResortTrades.com/DamageWaiver-Liberte](https://ResortTrades.com/DamageWaiver-Liberte) to see:*

- *Is a damage waiver fee in your interest?*
- *How to set up a damage waiver program*



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--Mark LaClair

TotalScope Marketing, Plymouth, NH

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associated with security deposits (staff time, photos, calls), and

- Improve the number of repeat renters (preventing angry renters who won't come back).

On the down-side, damage waiver programs can:

- Increase homeowner demands that the manager fix items allegedly broken by a renter.

Damage waiver programs can be implemented in many flavors. They can be:

- Optional to the renter or mandatory,
- Built into the rent but invisible to the renter,
- As limited or broad as the manager chooses (e.g., \$500 to \$3,000 coverage), and
- Administered by a third party or by the rental manager.

Implementation should include the following:

- Enabling language in the listing agreement between the homeowner and manager approving the collection of Damage Waivers, Notice to renters that sets forth their liability and obligations (prompt reporting of damage should be a condition of waiver),
- Language in any public documents that *carefully* describes the program as non-insurance,
- A clear description to homeowners of what constitutes damage (vs. normal wear and tear), and

- Education that prepares employees to deal with homeowner and renter claims.

The concept of damage waiver is embedded in various commercial rentals, including car rentals where, in exchange for a fee paid by the renter, the rental company essentially waives its right to collect from the renter any deductible or damages not paid by insurance. Normally homeowner's insurance of the guest will pick up claims over \$1,000.00. ■

*Dennis DiTunno is President & CEO of Liberté Management, Group of Companies, providing professional, turnkey resort property management along the Florida Gulf Coast. DiTunno also serves as Chairman of Timeshare Advisory and Resolution Services LLC (TARS), which provides products and enhanced services designed exclusively for the legacy market segment and new resorts seeking opportunities in sales and exit strategies.*

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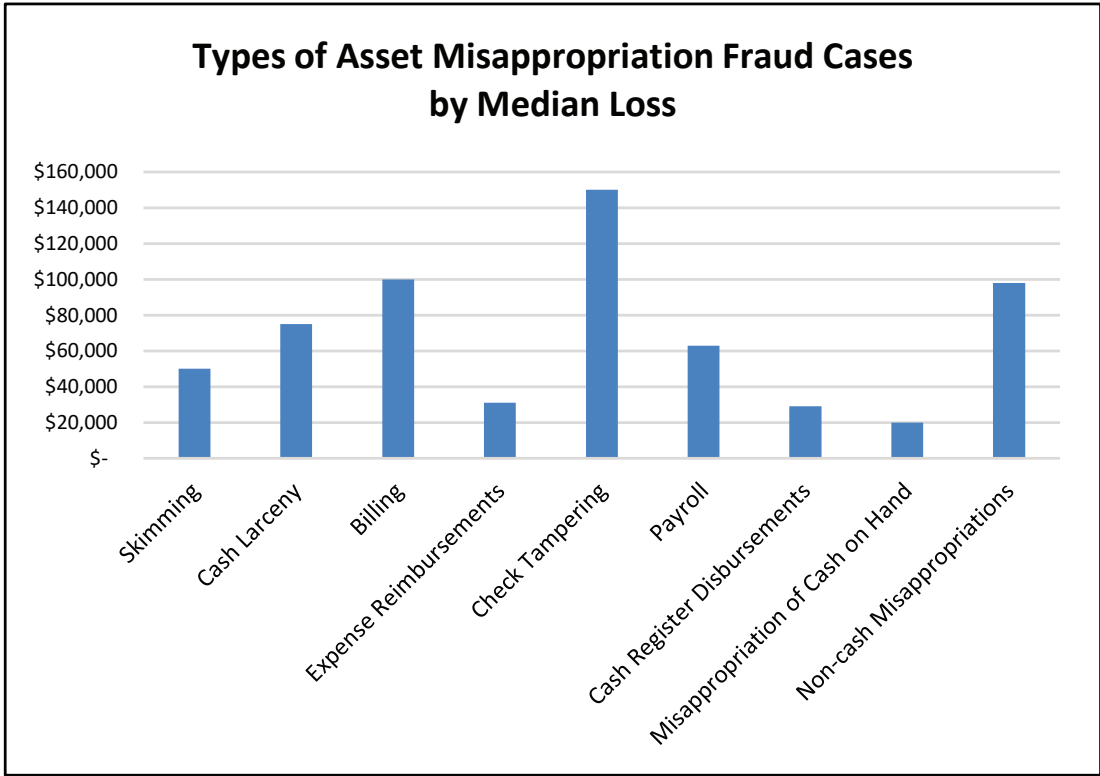
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# 2018 Report to the Nations: Global Fraud Study Summary

By Lena Combs, CPA, CGMA , RRP, Partner  
And  
Brenna Agamaite, CPA, Manager



In 2018, the Association of Certified Fraud Examiners (“ACFE”) published the 10th edition of its Global Study on Occupational Fraud and Abuse entitled Report to the Nations, examining both the prevalence and extent of occupational fraud (fraud by employees). The study examined 2,690 reported cases of fraud from 125 countries across 23 industry categories that were investigated between January 2016 and October 2017.

The study estimates that the typical organization loses 5% of its revenues to fraud each year and that the median loss caused by the occupational fraud cases in the study was \$130,000. While 55% resulted in losses of less than \$200,000, more than 20% of these cases caused losses of at least \$1 million. Resort managers and operators should be aware of the possibility of fraud, types of fraud and methods of reducing the incidence of occupational fraud.

Types of Fraud Reported

Among the various kinds of fraud that organizations might be faced with, occupational fraud is likely the largest and most prevalent threat. Occupational Fraud is best understood when broken down into three major categories:

- Asset Misappropriation
- Corruption
- Financial Statement Fraud

What is most important is that each of these three categories requires the participation and cooperation of employees and/or representatives within the company or organization.

It should not be surprising that these types of fraud are more likely to be discovered because of a tip than by any other method. Establishing a whistleblower policy and hotline can be a first step in providing a venue for the types of detection that can uncover incidents of fraud in an organization.

The most common and often most difficult type of fraud to identify, representing 89% of the cases studied, is asset misappropriation, which carries a median loss of \$114,000. This category of fraud includes nine major types of theft: skimming, cash larceny, billing schemes, payroll schemes, expense reimbursement schemes, check tampering, cash register disbursements, theft and misuse of other assets. The actual mechanics of how these frauds were perpetrated can be both illuminating and frightening, but the more sobering facts are that these types of fraud usually go on

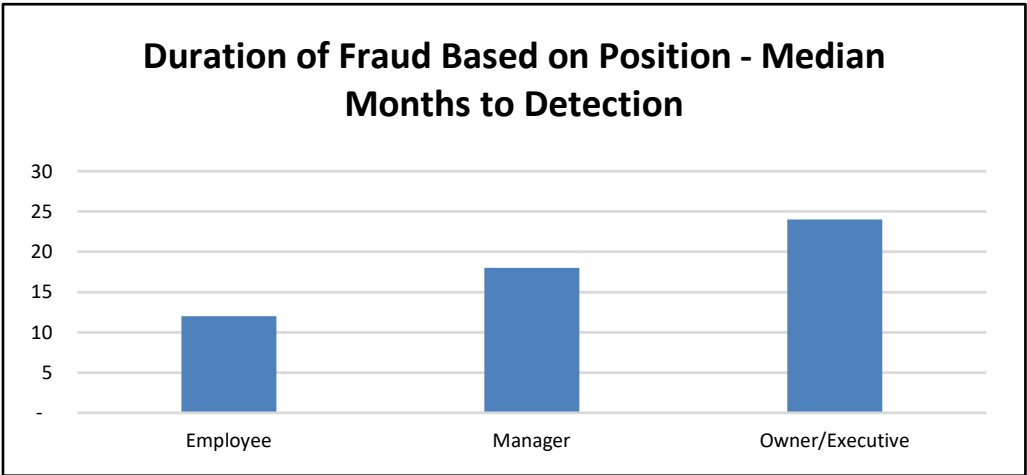
for extended periods of time before being detected and stopped. In the 2018 study, payroll fraud accounted for a median loss of \$63,000 and had a median duration of a staggering 30 months. Cash register fraud had a median loss of \$29,000 and a median duration of 12 months. Acts of fraud in this category can range from impulsive actions, like voiding a sale and pocketing the cash, to much more deliberate and organized efforts like setting up false vendors or ghost employees.

The next most common type of fraud is corruption where 38% of the Global Study cases involved some form of corruption (please note the totals add up to more than 100% because multiple fraud schemes often occur together). Corruption schemes, including invoice kickbacks and bribery, resulted in a median loss of \$250,000. Nearly 70% of corruption cases were perpetrated by someone in a position of authority. Top red flags in corruption cases are people who appear to be living beyond their means, who are unusually close with vendors or customers, who show signs of financial difficulties or boast a “wheeler-dealer” attitude.

The least common and most costly category of fraud is financial statement fraud. This type of fraud includes fictitious revenues, misstated liabilities and expenses and improper asset valuations. Given the level of access these types of fraud require, they are fortunately the least common representing only 10% of the Global Study cases. However, given the level of access and sophistication of perpetrators of this type of fraud, the median loss was an overwhelming \$800,000.

Prevention and Detection

An act of fraud typically involves not only the commission of the scheme itself but also efforts to conceal the crime. Understanding the methods used to cover fraud can help organizations better design prevention mechanisms and detect the warning signs of fraud. The top eight concealment methods used include: creating fraudulent physical documents (55%), altering existing physical documents (48%), creating fraudulent transactions in the accounting system (42%), altering existing transactions in the accounting system (34%), altering existing electronic documents or files





(31%), destroying physical documents (30%), creating fraudulent electronic documents or files (29%) and creating fraudulent journal entries (27%). Again, take note that the percentages add up to more than 100% because most frauds involve more than one type of concealment method. It is also worth noting that manager-level fraudsters are more likely to alter evidence while owners/executives are more likely to create or delete evidence.

Since tips are the most common detection method, it is important to understand where those tips come from. In all fraud cases studied, a tip from an insider accounted for 53% of initial detections, while 32% of tips came from people outside

the organization ranging from customers to vendors to competitors. The active cultivation of tips and complaints, such as the promotion of fraud hotlines, is often geared primarily toward employees, however this data suggests organizations should consider promoting reporting mechanisms to outside parties. It is also important to note that 14% of tips came from an anonymous source. The presence of a hotline or other reporting mechanism also affects how organizations detect fraud and the outcome of the case. For instance, 63% of victim organizations had hotlines and fraud losses were 50% smaller than those without hotlines.

Given the scope of fraud and the potential for loss, how can

organizations protect themselves and reduce the likelihood of fraud? The results of the 2018 Global Study suggest that the most effective method is establishing a companywide code of conduct, which contributed to a 56% reduction in median losses sustained from fraud. Other methods include: proactive data monitoring and analysis, surprise audits, external audit of internal controls over financial reporting, management review, hotline, anti-fraud policy, an internal audit department, management certification of financial statements, fraud training for employees, formal fraud risk assessments, employee support programs, fraud training for managers and executives, dedicated fraud department or team, external audit of financial statements, job rotation and mandatory vacations, independent audit committee and rewards for whistleblowers. No single measure will eliminate fraud, but a combination these efforts can reduce the opportunity, rationalization and motive that make fraud increasingly prevalent.

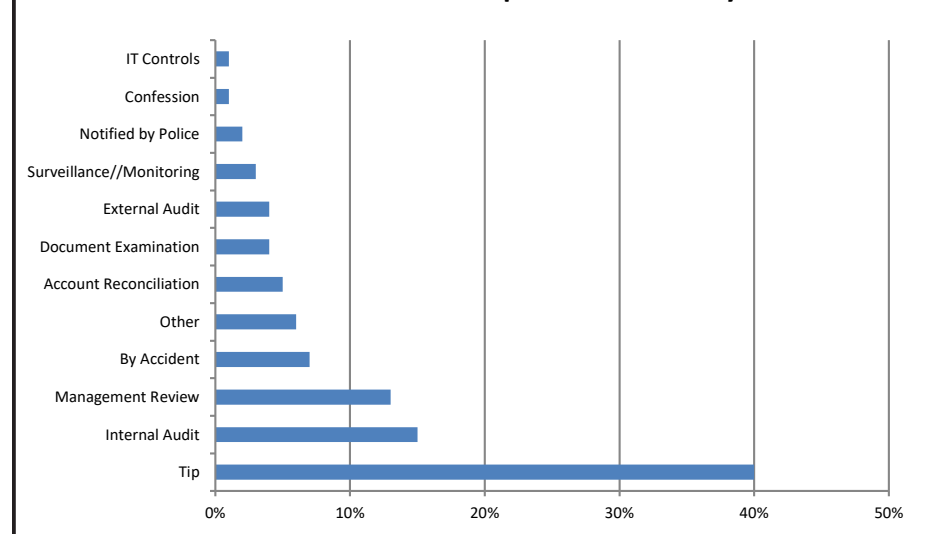
### Fighting Fraud Pays Off

The most encouraging statistic is that companies that had one or more of these anti-fraud measures in place experienced a significant reduction in the duration of fraud. A comparison of companies that had proactive data monitoring and analysis compared to companies that did not showed a 58% reduction in the duration of reported fraud from 24 months (no proactive data monitoring and

analysis) to 10 months (companies with proactive data monitoring and analysis). Similar reductions in fraud duration were reported for surprise audits (reduction of 54% from 24 months to 11 months), and having an internal audit department (50% reduction from 24 months to 12 months).

Occupational fraud is widespread, from large multi-national corporations to governmental units to small local businesses to not-for-profits. Fighting fraud takes a concerted effort across the organization and to be effective requires the implementation of multiple fraud reduction strategies. Company owners, managers and board members should consider whether their organizations have taken the appropriate steps to detect and reduce incidents of fraud. ■

Initial Detection of Occupational Frauds by Percent



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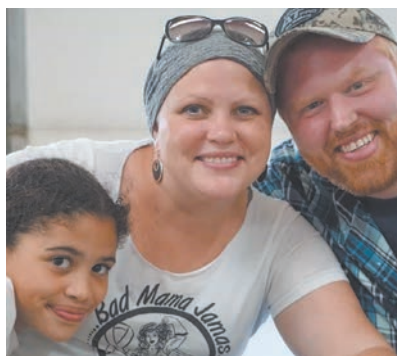
## I'm gonna spend every minute appreciating life!

My name is Amy. I recently submitted an application for a vacation to celebrate my life. I feel at this point in my recovery, I can finally find the time to take off of work and just enjoy myself. A vacation would mean the world to me!

I was diagnosed with Breast Cancer, Stage II, Invasive Ductal Carcinoma November 2015 when I was 32 years old. I underwent 8 weeks of Chemo (maximum treatment), double mastectomy, radiation and reconstruction. It was a tremendous shock to myself, family and my loved ones because no one has ever had it in my family. My daughter, age 8 had an especially hard time with it but we remained strong through the vigorous treatment. I couldn't have done it without them. I wasn't able to take much time off of work because I couldn't afford to. I unfortunately ran out of vacation and sick time due to being ill from treatment and having to take time for surgeries.

I'm not a person to ever ask for help. I'm usually the one helping and doing for others but battling cancer changes you and right now, more than ever, the need to self-reflect and heal from the damage and stress this has caused me couldn't be more appropriate.

I hope and pray that this opportunity could happen to me and my family. I was so pleased to find such an amazing organization for women like myself. I hope you know what wonderful people you are to help others this way.



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# Renewing Our Outlook on How to **Promote** Owner Resales

By Kelley Ellert



It's no secret in this industry that legacy resorts are in a predicament – they are no longer doing high-volume developer sales, but they have a plethora of owner resales and deeded-back inventory sitting around just begging to be sold. A question we constantly ask one another in this industry is “how do we promote and sell that inventory?”

One of the biggest obstacles to overcome when trying to unload this inventory is the product itself. Renowned salesman and motivational speaker/author Zig Ziglar says that “every sales has five basic obstacles: no need, no money, no hurry, no desire, no trust.”

Timeshare resales struggle with all of Ziglar's sales obstacles.

**No Need:** most people (especially Americans) view vacations as a non-necessity, luxury item.

**No Money:** vacations can be pricey, especially committing to paying for them year after year.

**No Hurry:** thanks to new platforms such as Airbnb people have more vacation accommodation options than ever, this increased supply makes the demand decline

and therefore people don't feel rushed to lock down their vacation plans.

**No Desire:** while this one is the weakest obstacle for our industry since people do have a desire to travel, they don't necessarily have a desire to own their vacation property and purchase something.

**No Trust:** due to a shaky past, the timeshare industry is one of the least trusted so this obstacle is strong when dealing with selling inventory.

**So, there's the problems with selling timeshare. Now how do we overcome those obstacles?**

While I know there's no magical button that I can tell you to push to make all your inventory be sold, as a marketer I can tell you that the resales in this industry

are not the most imaginative. In order to sell this inventory, we need to look at it, our industry and our customers differently.

## **Know Your Audience**

There's a way of thinking called “design-thinking” and while it derives from the way designers think it is now being applied to all industries and centered on the theory that designers don't just start doing something and

hope it works. Designers reverse engineer things by thinking first about WHO a message is for. Their goal is not to make a bunch of money. Their goal is to deliver something that resonates with their customer and if it resonates with a customer in theory the company goal of more sales will follow.

So, we need to not think of marketing resales as “how can I get a sale” instead we need to come from a place of “what will my target audience respond to.” Hint: it's not the same things they responded to 20 years ago. Sales tactics from pre-internet times will not be as effective as meeting your customers where they are – online.

I recommend anyone who works in sales research their audience. Step back and remember that you work in the travel industry – your customers don't. Reverse engineer the process by thinking about how travel options would seem if you didn't work in the industry and traveling was more of a luxury. We get so close to it that we forget to some people don't get to travel as often as industry insiders.

Knowing what matters to your audience helps you understand what messaging will resonate with them. Google is a powerful tool, search target audience statistics and you're bound to find some interesting insight to the things that make them respond. Take that information and get creative with how to reach them.







### Tell A Story

The most successful marketers have moved away from sales and instead take a storytelling approach to their marketing. What's more effective: a stagnant ad with a pretty picture and some text saying "Travel to a specific location" or a video SHOWING people swimming, giving testimonials and demonstrating the joy of that location.

Apple is a great example of storytelling to sell a product no one understands. When the Apple Watch came out people were confused – what could they do with this crazy product they had never heard of? So, Apple created a series of ads targeted to audiences that didn't tell them what the product did – they showed them. Athletes were targeted with ads showing runners tracking their performance. Business people were targeted with ads showing multi-tasking abilities. People suddenly wanted the watch because Apple showed them the possibilities.

### In closing here's some ways to combat Ziglar's main obstacles:

**No Need:** my number one resource for combating this one is ProjectTimeOff.com. The U.S. Travel Association created this resource to help spur travel and demonstrate that travel is a necessity. If you haven't visited the site I highly recommend you do for graphics, stats and more that will help you paint a picture of the need for time off.

**No Money:** You can't tell people resales are a more affordable option for traveling. You have to show them. Storytelling with descriptions and statistics is the best way to overcome this obstacle.

**No Hurry:** utilize special, limited-time offers to create a sense of urgency, but make it a genuine offer that's truly a good deal and doesn't make the person feel swindled and unhappy in the end.

**No Desire:** Paint a picture, create content that builds desire and inspires action. Showcase the benefits in ways that truly illustrate the benefits of this product. Go talk to happy owners and you may discover stories and benefits that have been previously overlooked because no one has asked. Doing surveys and obtaining information is the best way to spur marketing ideas.

**No Trust:** most people don't understand WHY timeshare is such a tainted industry. Explain to customers that it is shady resale companies and what those companies do that created the negative reputation. When people understand the root of the negativity they are more capable of seeing the trustworthy side of it. ■

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

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# Vacation Club Sales and Marketing in Mexico

By J. Michael Martinez



In 2017 the World Tourism Organization reported that Mexico was eighth in the world for international tourist arrivals with approximately 35 million international visitors. 2017 was a record breaking year with a nine percent increase and, so far in 2018, it appears as though it will be another record year.

Also, air travel to Mexico saw a ten percent increase. The Mexican government reports that approximately nine million Mexican nationals are currently employed within the tourism industry. The World Travel and Tourism Council stated that the travel and tourism industry in Mexico ranks first for GDP with a reportedly \$166 billion USD spent on travel and tourism in Mexico, representing 16 percent of Mexico's GDP.

With these staggering statistics, we took a look at how developers in the vacation ownership industry in Mexico market to these millions of international arrivals and how they are selling them a piece of the dream and memories of Mexico. What we refer to as vacation ownership in the USA is better referred to as vacation club membership in Mexico; vacation ownership is sold as "right to use," not a wholly owned, deeded property as in the USA.

To get an inside look at the sales and marketing process in Mexico, we spoke to representatives from three Mexican owned and

operated resort developers. El Cid Resorts and Sunset World are two of Mexico's vacation club pioneers who began their operations many years ago in the very early stages of vacation clubs in Mexico. Palladium Resorts began its operations in the 1970s in Ibiza, Spain, before expanding into Mexico and the Caribbean in the early 1990s. Each developer have their own unique strategy when selling and marketing both international travelers and Mexican nationals.

We spoke first with Curtis Knipe, sales and marketing director at El Cid Resorts, who shared many of his insights into the sales and marketing practices in Mexico. He explained that service and quality is an integral part of their core values. As he puts it, members get a lot more for their money in Mexico.

Trades: Do you have sales lines dedicated to just Mexican nationals?

Knipe: "We have a "Spanish" line, which includes Mexican nationals

and Spanish-speaking South Americans."

Trades: How do you market to international travelers and Mexican nationals?

Knipe: "We use airport as well as in-house OPCs (off premises contacts), referrals and lead generation programs with vendors." Curtis continued by explaining that they have dedicated sales lines based solely on language, and also, lines

dedicated solely to international travelers. "Ten years ago we were 90 percent USA, 5 percent Canadian, and five percent Mexican nationals. Today we are 67 percent USA, 8 percent Canadian, 20 percent Mexican nationals and five percent South American. The North American market remains the top prospect with higher deposits, higher average sales price and high-quality paper. However, the Mexican nationals' market has grown dramatically and is an important part of our current business model."

Next, we interviewed Jim Wehrle from the Sunset World Group. We asked him essentially the same questions and received surprisingly different answers. For example, we asked if his company had sales lines dedicated to just Mexican Nationals.

Wehrle: "No—we have one sales line in each sales center with people who speak, English, Spanish, and Portuguese."

Trades: How do you market international travelers?

Wehrle: "We reach out primarily through internet promotions on both internal and third-party sites in Spanish, Portuguese and English. We complement this with Google AdWords campaigns, Facebook promotions and advertising. Also, we have international call centers along with several outbound call centers."

Trades: What are your primary marketing tools to drive tour generation?

Wehrle: "We use internal and external websites using both SEO,







AdWords, and Facebook but also with the old standby of e-blasts to the databases that we have created over the years.”

Jim went on to explain they market to Mexican nationals pretty much the same way they market to international travelers. Lastly, we interviewed David Llibre, a representative of Palladium Resorts.

Trades: Do you have sales lines dedicated to just Mexican Nationals apart from international travelers?

Llibre: “Since we only work with in-house marketing and ours is a small-to-medium property, we do not have a sales line dedicated to Mexican nationals apart from international travelers. Our sales force is fully multi-lingual which allows us to serve all of our prospective members.”

Trades: what is one example of how you market to international travelers?

Llibre: “We receive clients through the check-in process and invite them to our presentation. As appreciation for their time we have different gifts that we can offer them that include spa services, excursions, car rental, and promotional souvenirs.”

Trades: What is one example of how you market to Mexican nationals?

Llibre: “For the Mexican nationals, we go through the same process as international by receiving the clients through the check-in process and inviting them to our presentation. As appreciation for their time we have different gifts that we can offer them from spa services and excursions, to promotional souvenirs. Also, we

take into consideration that most of the Mexican nationals arrive to Puerto Vallarta in their own vehicles; so, we offer them gas vouchers for excursions.”

Trades: What are your primary marketing tools to drive tour generation?

Llibre: “Our tours are generated from our in-house customers, only. As we mentioned before, we’ll entice them with promotional gifts. Besides the check-in process, we also work together with the hotel entertainment team as we try to engage with them while they are on the property in the pool and hotel areas.”

Over the years, Mexico has had tremendous progress and success. Sales and marketing is an integral part of the lifeline and success of Mexican vacation club development programs. As we heard from three of the most successful developers in Mexico, they have progressed and adapted through understanding the evolution of their prospective members, utilizing social media, and understanding the importance of customizing a product that meets the unique criteria of each individual member. ■

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

Tell them you saw it in The Trades



## Magic Tree Resort

has been a family favorite for more than 30 years - but it is definitely not your typical legacy timeshare.

The resort has been fully remodeled with many amenity upgrades including a new media room, electronic games facility, fiber optic WiFi, fire pits and outdoor lounge areas. It’s RCI Gold Crown, II-affiliated and an ARDA and DAE award winner. It’s consistently in the Top-20 TripAdvisor ratings in the world’s largest and most competitive vacation rental market. It has an engaged board of directors, strong financials and fully-funded reserves. Owners love the year-round floating use options with one and two-bedroom maintenance fees under \$600, and it’s only two miles from Disney World.

Magic Tree needs a resort manager who will love and nurture it as much as its owners and guests have for years. The new manager will have at least three years of timeshare resort management experience, hold a Florida CAM license (or ability to obtain it within 60 days), and thrive on active communications with the resort team, owners, guests, board and management company. The position comes with an excellent compensation and benefits package, a loyal, hardworking and dedicated team, and a great family-oriented work environment. Relocation assistance is available for the perfect candidate.

If Magic Tree sounds like a great fit for you, visit [magictreeflorida.com](http://magictreeflorida.com) or on Facebook at Magic Tree Resort Orlando. To apply, send your resume and cover letter to [MTRmanagement@arcresorts.com](mailto:MTRmanagement@arcresorts.com). Without question, this will be your favorite job, and you’ll want to make it your last.



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[Rob@echoiceproperties.com](mailto:Rob@echoiceproperties.com)

### OTHER



#### Executive Quest

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# BUSINESS DIRECTORY

## 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, Ecru 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.

## APPLIANCES



*Make any day a weekend*

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P.O. Box 925

Clinton, CT 06413

Phone 1: (860)664-4906

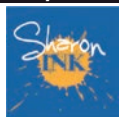
FAX: (860)664-4907

Email: sowens@cookwithkenyon.com

Website: www.cookwithkenyon.com

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

## ARTICLES, BLOGS, WRITING



### SharonINK

P.O. Box 261

Crossville, TN 38557

Phone: 310-923-1269

Email: Sharon@SharonINK.com

Website: www.SharonINK.com

Contact: Sharon Scott Wilson, RRP

Specialty: Writes print/online content for blog posts, feature-length articles, and social media. Content Manager Sharon Wilson is experienced in planning and implementation of online marketing strategy and is a prolific business writer. Her timeshare industry-focused B2B articles have appeared on numerous occasions in Resort Trades, DEVELOPMENTS (ARDA's magazine) and other media. She frequently contributes B2C blog posts and materials for clients on behalf of her PR firm, SharonINK PR & Marketing.

“ Thank you for everything, we are starting to get responses to our Ad already! ”

Warren Smith, Vice President,  
Cranberry Waterfront Suites

## BATHROOM & KITCHEN FIXTURES



### Hotel Vanities International, LLC

5514 Stockwell Ct

Indianapolis, IN 46237

Phone 1: (317)831-2717

FAX: (317)787-1135

Email: chris@hotelvanities.com

Website: www.hotelvanities.com

Specialty: Hotel Vanities International offers a broad line of products for the kitchen and bath areas and beyond. Focusing on the Hospitality and Multi-Family industries, we offer vanity and kitchen tops, furniture quality wood and laminate bases, kitchen and bath cabinets, shower and tub wall surrounds, plumbing fixtures and accessories.

## BUSINESS INTELLIGENCE



### CustomerCount

3925 River Crossing Parkway, Suite 60

Indianapolis, IN USA

Phone 1: 317-816-6000

FAX: 317-816-6006

Email: bobkobek@customercount.com

Website: www.customercount.com

Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points.

## CERTIFICATE FULFILLMENT



### LogiCall Marketing

4411 S 40th St, Ste D-10

Phoenix, AZ 85040 USA

Phone 1: 602-483-5555 xt. 101

Email: tpranger@logiCall.net

Contact: Thomas Pranger

Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

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### iPlayCo

215-27353 58 CRES

Langley, BC Canada V4W 3W7

Phone: (604)607-1111

Fax: (604)607-1107

Email: sales@iplayco.com

Website: www.internationalplayco.com

Contact: Kathleen Kuryliw

Specialty: At iPlayCo we design, manufacture, ship and install commercial Indoor playground equipment and interactive play solutions worldwide. Our experienced staff can help you do it all, from design to installation. Receive the highest quality and most creative play structures available in the world when you choose IPLAYCO! We welcome the opportunity to build new relationships and introduce our clients to the amazing industry of children's play structures

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### Jani-King International Inc.

16885 Dallas Parkway

Addison, TX 75001 USA

Phone 1: 800-552-5264

Phone 2: 972-991-0900

Email: enewburn@janiking.com

Website: www.janiking.com

Contact: Eric Newburn, Director of Hospitality

Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. Jani-King takes care of your housekeeping needs so you can take care of what's really important; your guests.

## CLIENT GENERATION



### LogiCall Marketing

4411 S 40th St, Ste D-10

Phoenix, AZ 85040 USA

Phone 1: 602-483-5555 xt. 101

Email: tpranger@logiCall.net

Website: www.logiCall.net

Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

## COLLECTION SERVICES



### Blackwell Recovery

4150 N. Drinkwater Blvd., Suite 200

Scottsdale, AZ 85251

Phone: 480-214-2995

Fax: 480-951-8879

Email: KDerry@blackwellrecovery.com

Website: www.BlackwellRecovery.com

Contact: Kyle Derry

Specialty: Better debt recovery. You owe it to yourself. There's no reason for your portfolio to suffer financial headaches from non-performing obligations. Through propriety software, a consumer-focused approach and innovative tactics, our customized solutions for recovering debt will minimize your delinquent accounts and maximize your portfolio's performance. And in a tightly regulated industry, a debt recovery partner that puts compliance at the forefront is mandatory. Give us a call - we're ready to pay you back.



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LA Law Center

205 S Broadway

Los Angeles, Ca 90012

Phone: (855)477-0010

Fax: (213)346-9700

Email: getpaid@irscollector.com

Website: www.irscollector.com

Contact: Javier Jimenez

Specialty: International Recovery Solutions (IRS) is a nationwide network of attorney and debt collection professionals. IRScollector seasoned team of third party collection specialists use sophisticated, next generation tools to maximise unyielding results. IRScollector's understands that not all member's situation are equal, so we dissect each case with aggressive and ethical collection tactics to preserve longterm member/client relationship.

## COLLECTION SERVICES



### Meridian Financial Services Inc.

1636 Hendersonville Rd Ste 135

Asheville, NC 28803 USA

Phone 1: (866)294-7120 ext. 6705

FAX: (828)575-9570

Email: gsheperd@merid.com

Website: www.merid.com

Contact: Gregory Sheperd

Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

## COMPUTERS AND SOFTWARE



### RNS Timeshare Management Software

410 43rd St W

Bradenton, FL 34209

Phone 1: (941)746-7228 x107

FAX: (941)748-1860

Email: boba@rental-network.com

Website: www.TimeshareManagementSoftware.com

Contact: Bob Ackerman

Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for TS resorts. Plus our responsive On-Line Booking module allows you to show the weeks available to rent (owner or association weeks) on your web site for booking by the traveler. Includes A/R module to invoice and collect owner fees. One simple package to automate your existing TS resort



### TrackResults Software

5442 South 900 East Suite 203

Salt Lake City, UT 84107 USA

Phone 1: 888-819-4807

Email: sales@trackresults.net

Website: www.trackresults.net

Contact: Ryan Williams

Specialty: TrackResults tracks and reports sales and marketing activity for people with no time to waste. Used in over 100 travel club and 50 timeshare sales centers because it is easy to use, fool-proof, and intuitive. Plus, it includes both custom dashboard and blazing fast analytical reporting to uncover the gaps and inefficiencies that slow you down.

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## COMPUTERS AND SOFTWARE



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

## CONTENT MARKETING



**SharonINK**  
P.O. Box 261  
Crossville, TN 38557  
Phone: 310-923-1269  
Email: Sharon@SharonINK.com  
Website: www.SharonINK.com  
Contact: Sharon Scott Wilson, RRP  
Specialty: Writes print/online content for blog posts, feature-length articles, and social media. Content Manager Sharon Wilson is experienced in planning and implementation of online marketing strategy and is a prolific business writer. Her timeshare industry-focused B2B articles have appeared on numerous occasions in Resort Trades, DEVELOPMENTS (ARDA's magazine) and other media. She frequently contributes B2C blog posts and materials for clients on behalf of her PR firm, SharonINK PR & Marketing

## DIRECT MAIL AND MARKETING



**LogiCall Marketing**  
4411 S 40th St, Ste D-10  
Phoenix, AZ 85040 USA  
Phone 1: 602-483-5555 xt. 101  
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.

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

Jon Fredricks, CEO Welk Resorts LLC

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

## EXCHANGE COMPANIES



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

// **For important news, insights and opinions on the vacation ownership industry, I read Resort Trades Magazine.**

Gregory Crist  
CEO, National Timeshare Owners

## 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.

## EXCHANGE COMPANIES



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

## FINANCIAL SERVICES



**Concord**  
4150 N. Drinkwater Blvd., Suite 200  
Scottsdale, AZ 85251  
Phone: 480-214-2995  
Fax: 480-951-8879  
Email: KDerry@concordservicing.com  
Website: www.ConcordServicing.com  
Contact: Kyle Derry  
Specialty: For three decades, Concord has been a recognized leader in portfolio servicing and financial technology, delivering innovative, flexible and scalable solutions to meet the demands of loan originators and capital providers in multiple asset classes. Founded in 1988, Concord has since amassed two million consumer accounts totaling nearly \$5 billion, and is now broadening its reach into dynamic new markets. Let us show you what 30 years of redefining portfolio servicing solutions looks like.

// **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.

## FINANCIAL SERVICES



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Phone 1: (702)263-9650  
FAX: (619)683-2077  
Email: sbahr@resortcom.com  
Website: www.resortcom.com  
Contact: Scott Bahr  
Specialty: ResortCom provides timeshare management software, financial services, and call center solutions to the hospitality industry. Our full suite of client services includes innovative contact center solutions, reservations, member services, and financial services, enabling our clients to grow at a quicker pace. As the most established provider of member services exclusively to the hospitality/timeshare industry, we are ready to be your partner, helping you achieve exceptional results with rock solid security.



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

## FLOOR SAFETY PRODUCTS



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



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Contact Marla Carroll  
931-484-8819



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

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### Hospitality Resources & Design, Inc.

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

## HOUSEKEEPING SERVICES



### Jani-King International Inc.

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

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

Marge Lennon  
President Lennon  
Communications Group

## 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."

## HOUSEWARES



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

## 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 Ringold, GA

## LEAD GENERATION



### LogiCall Marketing

4411 S 40th St, Ste D-10  
Phoenix, AZ 85040 USA  
Phone 1: 602-483-5555 xt. 101  
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



### 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 Ryzek  
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 Ryzek, Jim Bishop, Fred Dauch, Mark Rauniker and Tom Petrisko, each of whom has extensive timeshare lending experience



### Wellington Financial

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



### Whitebriar Financial Corporation

575 Mystic Drive PO Box 764  
Marstons Mills, MA 02648  
Phone: (508)428-3458  
Fax: (508)428-0607  
Email: hvwhitebriar@aol.com  
Website: www.whitebriar.com  
Contact: Harry Van Sciver  
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

## MANAGEMENT & OPERATIONS



### Getaways Resort Management

PO Box 231586  
Las Vegas, NV 89105 USA  
Phone 1: (844) 438-2997  
Email: tjohnson@getawaysresorts.com  
Website: www.GetAwaysresorts.com  
Contact: Thomas A. Johnson  
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.



### Grand Pacific Resort Management

5900 Pasteur Ct Ste 200  
Carlsbad, CA 92008 USA  
Phone 1: 760-827-4181  
FAX: 760-431-4580  
Email: success@gporesorts.com  
Website: www.gprgmt.com  
Contact: Nigel Lobo  
Specialty: For decades, we've created experiences worth sharing—from the moment you start dreaming of your vacation to long after you return home. We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build.



### Liberte Resort Management Group

118 107th Ave  
Treasure Island, FL 33706 USA  
Phone 1: 800-542-3648  
Phone 2: 727-360-2006  
Email: liberteceo@tampabay.rr.com  
Website: www.libertemanagement.com  
Motto: "From NEW to LEGACY Resort Management"  
Specialty: Dennis DiTunno, a 38 year Resort and Timeshare Management Professional. Speaker and author to the Timeshare resort industry, ARDA, TBMA, FTOG, NTOA, FVRMA, Condo Alliance. Consulting, Mentoring and designing Timeshare Community Managers and Boards to over 34 Resorts since 2000 using Hands on management techniques, marketing, re-sales, rentals and much more. Concerned for the future and Legacy status of your resort? Contact us today at CEO@LiberteManagement.com for an open and direct discussion on your resort.



### National Hospitality Group

P.O. Box 2489  
Myrtle Beach, SC 29578  
Phone 1: (843)238-5000 ext 3080  
FAX: (843)238-5001  
Email: pcordell@nhgvacations.com  
Website: www.nhgvacations.com  
Contact: Pam Cordell  
Specialty: National Hospitality Group (NHG) is a vacation ownership and hospitality organization which provides quality, customized management services for the timeshare industry. NHG is composed of three proven management organizations( SPM Resorts, Defender Resorts and Capital Resorts Group). Combined they have more than 70 years of experience managing resorts and offering services from human resources, accounting, operations, marketing and high volume sales.



## MANAGEMENT & OPERATIONS



### Vacation Resorts International

25510 Commercentre Drive, #100

Lake Forest, CA 92630 USA

Phone 1: (863)287-2501

Email: jan.samson@vriresorts.com

Website: www.vriresorts.com

Contact: Jan Samson

Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 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.

## MINIATURE GOLF



### Cost of Wisconsin, Inc.

3400 Harbor Ave SW Ste 242

Seattle, WA 98126

Phone: (800)221-7625

Fax: (206)223-0566

Email: cfoster@costofwisconsin.com

Website: www.costofwisconsin.com

Contact: Chris Foster

Specialty: Since 1957, COST has been an industry leader in theme construction services. Our highly specialized team works collaboratively with resort owners and developers to deliver customized miniature golf courses that will turn unused, or underutilized, resort space into a profit center. Whether interests include prefabricated miniature golf kits, such as our Micro-Golf® system, or our on-site constructed Adventure Golf, our courses can be developed to fit nearly any space and any realistic budget. Please contact us for more information

## NON-JUDICIAL FORECLOSURES



### Cunningham Asset Recovery Services

1030 Seaside Drive

Sarasota, FL 34242 USA

Phone 1: 844-342-1196

Email: kmatttoni@msn.com

Website: www.timesharenonjudicialforeclosure.com

Contact: Kevin Matttoni

Specialty: Since 1987, Cunningham Property Management has specialized in vacation ownership. Our newest service, C.A.R.S., offers lowest cost, fastest, non-judicial foreclosure to associations, lenders, developers in several states. Resolve delinquency, probate, divorce, no name or address, in 5-6 months. Title insurance available. Large and Small accounts welcome. Large accounts \$265, less than 100 accounts \$345. 100% client repeat and referral. Let us solve your delinquent account problems

## OPERATIONS SUPPLIES & EQUIPMENT



### AMTEX

736 Inland Center Drive

San Bernardino, CA 92408

Phone: (800)650-3360 Ext 304

Email: JAY WADHER jay.wadher@myamtex.com

Website: www.myamtex.com

Contact: Sujay Wadher

Specialty: AMTEX is a leading national distributor of hotel lodging and maintenance supplies. Specializing in bedding, textiles, housekeeping supplies, room amenities/accessories

## OUTDOOR AMENITIES



### Kay Park Recreation Corp.

Janesville, IA 50647 | USA

Phone: 800-553-2476

FAX: 319-987-2900

Email: marilee@kaypark.com

Website: www.kaypark.com

Contact: Marilee Gray

Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

## PEST CONTROL



### Applied Science Labs

PO Box 2416

McKinney, TX 75070

Phone 1: (619)825-2121

FAX: (732)892-0085

Email: appliedsciencelabs@att.net

Website: www.vaxinatewith88.com

Contact: Rodger Williams

Specialty: Bed Bugs! ONE and DONE. The ONLY product proven to eliminate or prevent bed bug infestation in ONE Treatment!

- Kills on contact .... Knock 'em down and keep 'em down.
- Eliminates or.... Prevents for up to 12 months with lab and field proven Residulen!
- 100% nontoxic, hypoallergenic and odor free
- Because it is 100% nontoxic.....you can Do It Yourself and save!
- Back-in-service the SAME day!

## PEST CONTROL/DISINFECTANT



### SteriFab

PO Box 41

Yonkers, NY 10710

Phone: (800)359-4913

Fax: (914)664-9383

Email: Sterifab@sterifab.com

Website: www.sterifab.com

Contact: Mark House

Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5-gallon containers. STERIFAB.COM 1-800-359-4913

## PET SANITATION



### DOGIPOT

2100 Principal Row, Suite 405

Orlando, FL 32837 USA

Phone 1: 800-364-7681

Website: www.dogipot.com

Contact: David Canning

Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products or reputation in the market. DOGIPOT® products offer dependability that saves you money!

## POOL & WATER FEATURES EQUIP. & MAINT



### ChlorKing, Inc.

6767 Peachtree Industrial Blvd

Norcross, GA 30092

Phone 1: 770-452-0952

Phone 1: 800-536-8180 Toll-Free (US)

FAX: 770-685-6576

Email: steve@chlorking.com

Website: www.chlorking.com

Contact: Steve Pearce

Specialty: ChlorKing® Saline-Based Pool Sanitization Systems ChlorKing® salt systems give commercial swimming pools, spas and water parks the most cost-effective, safest water sanitization system available. Patented, heavy-duty ChlorSM® salt chlorination and NEX-GENpH® onsite batch chlorine generation systems keep water clean and lower annual operating costs substantially while eliminating the need handle toxic chlorine, which can cause fires or create dangerous gases when mishandled. Combine with Sentry UV systems to enhance control of pathogens. Finance systems over 36 or 60 months.

## POOL & WATER FEATURES EQUIP. & MAINT



### Hammerhead Patented Performance

1250 Wallace Dr STE D

Delray Beach, FL 33444

Phone: (561)451-1112

Fax: (561)362-5865

Email: info@hammerheadvac.com

Website: www.hammerheadvac.com

Contact: Customer Service

Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.



### LaMotte Company

802 Washington Ave

Chestertown, MD 21620

Phone: (800)344-3100

Fax: (410)778-6394

Email: rdemoss@lamotte.com

Website: www.lamotte.com/pool

Contact: Rich DeMoss

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



## POOL RENOVATIONS



### RenoSys Corporation

2825 E 55th Place

Indianapolis, IN 46220

Phone: 800.783.7005

Fax: 317.251.0360

Website: www.renosys.com

Contact: Kym Webster

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

## PUBLIC RELATIONS



### GBG & Associates

500 West Harbor Drive #822

San Diego, CA 92101 USA

Phone 1: 619-255-1661

Email: georgi@gbgandassociates.com

Website: www.gbgandassociates.com

Contact: Georgi Bohrod

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

## RECEIVABLE FINANCING



### Whitebriar Financial Corporation

575 Mystic Drive PO Box 764

Marstons Mills, MA 02648

Phone: (508)428-3458

Fax: (508)428-0607

Email: hvswwhitebriar@aol.com

Website: www.whitebriar.com

Contact: Harry Van Sciver

Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

## RECREATIONAL GAMES



### The Chess House

PO Box 705

Lynden, WA 98264 USA

Phone 1: (360)354-6815

FAX: (360)354-6765

Email: raphael@chesshouse.com

Website: www.chesshouse.com

Contact: Raphael Neff

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



## RENTALS AND RESALE



### SellMyTimeshareNow, LLC

8545 Commodity Circle  
Orlando, FL 32819  
Phone: 877-815-4227  
Email: info@sellmytimesharenow.com  
Website: www.sellmytimesharenow.com  
Contact:

Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.

## Timeshares Only

### Timeshares Only LLC

4700 Millenia Blvd.  
Ste. 250 Orlando FL 32839  
Phone 800-610-2734  
Fax: 407-477-7988  
Email: Ryan.Pittman@timesharesonly.com  
Website: www.timesharesonly.com  
Contact: Ryan Pittman

Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 20 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience.



### Vacation Management Services

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

## RESALES



### Bay Tree Solutions

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

## SALES AND MARKETING



### Resort Management Services

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

## SHADE PRODUCTS



### FiberBuilt Umbrellas & Cushions

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

## SHARED OWNERSHIP SERVICES



### Dial An Exchange LLC

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

**" We renovate over 1000 units each year and Resort Trades has been a great resource for us to find new products and ideas to save money."**

Mark Waltrip, COO, Westgate Resorts

## SHARED OWNERSHIP TECHNOLOGY SOLUTIONS



### SPI Software

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

## SOFTWARE



Save Time, Paper & Postage!

### Timeshare Pro Plus

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

## TELEMARKETING



### LogiCall Marketing

4411 S 40th St, Ste D-10  
Phoenix, AZ 85040 USA  
Phone 1: 602-483-5555 xt. 101  
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.

**This  
Space  
Reserved  
For  
MATTER**

## TITLE COMPANIES



### Timeshare Escrow & Title

3659 Maguire Blvd. #100  
Orlando, FL 32803  
Phone: 407-751-5550 ext. 1105  
Email: dave@timeshareresaleclosings.com  
Website: www.Timeshareresaleclosings.com  
Specialty: Trained. Experienced. Trusted  
Offering several regulated services to assist buyers and sellers seamlessly and securely transfer timeshare titles. Full licensed, we perform timeshare tile transfers in 23 states, Mexico, the Caribbean and the Bahamas. Call 407-751-5550 for information about our phenomenal inventory buy-back program.  
• Title Searches  
• Deed preparation  
• Full closings  
• Escrow services  
• Inventory acquisition



### Timeshare Title, Inc.

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

## TOUR GENERATION



### LogiCall Marketing

4411 S 40th St, Ste D-10  
Phoenix, AZ 85040 USA  
Phone 1: 602-483-5555 xt. 101  
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.

**T - TOGETHER  
E - EVERYONE  
A - ACHIEVES  
M - MORE**



## TRADE ASSOCIATIONS



### C.A.R.E. Cooperative Association of Resort Exchangers

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

## TRANSPORTATION VEHICLES



### Club Car

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

## TRAVEL CLUB



### Global Connections, Inc.

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



Tell them you saw it in The Trades

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

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A woman with blonde hair in a ponytail, wearing a white t-shirt with a colorful geometric pattern, is smiling and holding a white mug. In the foreground, there is a plate of food, including rice and yellow slices, on a wooden table. The background shows green foliage and a blue sky.

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