

Resort Trades

Every Resort; Every Month

CALL OF
DUTY
HOA Directors
Must Wake-Up

SUPPLIER PROFILE



Vacatia Partner Services

When Vacatia was founded in 2013, the big news was the unique vision the company's founders brought to reimagining timeshare resales and rentals. Now, they're bringing that innovative approach—along with the knowledge gained—to help legacy resorts overcome the challenges they face today.

Vacatia's newest venture, Vacatia Partner Services, is dedicated to the success and growth of legacy resorts and their vibrant owner communities. VPS has assembled an all-star team of experienced resort industry executives who understand the past, present and future of the vacation ownership industry and can offer products and services that drive owner engagement, attract new member and even finance needed property renovations.

VPS's experienced team will take the time to truly understand a resort's unique challenges and then recommend custom solutions to address them. Solutions are offered on an a la carte basis so resorts can select just the help they need in the way they need it. Even better, because VPS understands just how difficult times have become for many resorts, many of its services don't require up-front costs before they create new revenue streams.

Here's 5 reasons to talk to VPS if you work with a legacy resort:

- The industry's most advanced resort rental solution will allow your resort to easily compete with the biggest brands while generating optimized average daily rates and guaranteed results. Vacatia was founded by technology pioneers behind some of the most successful online travel sites (think Hotwire.com); they have created a user-friendly rental platform that resorts find dwarfs the performance of current strategies. "Although some resorts have invested in technology to improve bookings, many others haven't, which means they're not reaching their full income potential," says Greg Eure, Head of Development. To bolster his assertion, Eure cites VPS's success at Crown Resorts at The Poconos



Before



After



in Drums, Pennsylvania. Prior to VPS's assumption of the property's management contract in 2020, pre-pandemic annual rental revenues were around \$20K. For 2021, rental revenues are projected to exceed \$550K. For the entire Crown Resorts system, VPS has increased rental revenue by 388% from pre-pandemic levels, delighting both the HOA and individual owners who placed weeks in the rental pool.

- VPS's partnership with Glacier Creek Capital allows resorts to finance renovations while minimizing special assessments that can drive away existing owners. By using defaulted inventory as collateral, resorts can now offer a high-quality product that drives owner satisfaction while generating increased rental revenue and attracting new owners. "Glacier Creek Capital's experienced team will use a data-driven approach to help your resort determine the renovation's parameters and generate maximum return on investment," explains Grant Miller, Head of Growth. "They can even provide a complete project management team to lead the renovation and provide access to discounted purchasing services."
- Generate incremental income to pay maintenance fees on defaulted property through innovative membership products tailored to the needs of modern travelers. VPS's membership products are designed to increase average length of stay and bolster occupancy throughout the week. "VPS's flexible, subscription-based model provides consumers with access to a wide array of discounted travel products and reinforces the value of residence-style accommodations," says Michelle DuChamp, Head of Membership. "Customers today want a choice. Now they can continue to rent or subscribe

to annual programs with better value, flexibility and access to meet their travel needs while also introducing them to the benefits of timeshare ownership. Our technology makes it easy, transparent, and fun for our customers to plan their vacations in a manner they prefer."

- Provide a real resale solution for your owners. No matter how great your resort experience is, eventually some owners will want out. By engaging VPS, you can offer them a resale solution without the upfront fees and headaches that generate dissatisfaction with vacation ownership. VPS's transparent, easy to understand process guides owners through the resale process and answers the questions your owners will have. Vacatia already provides this solution to leading resort developers and is now making it available to legacy resorts that desire to create a safe haven for their owners who need an exit strategy.
- Deliver excellence in resort operations through VPS's property management solutions. Today's labor shortages, complex regulations and operational challenges make managing vacation ownership resorts more difficult than ever before. "VPS can partner with your homeowner association to ensure long-term vitality and care for the resort and owners, using their technology and hospitality backgrounds to enhance the customer experience at every touchpoint," Miller says. Plus, VPS's property management solutions include the products and services mentioned above, reinventing the timeshare experience across discovery, booking, and stay.

Ready to learn more? Call us at (720) 449-6738, visit vacatiapartnerservices.com or email greg.eure@vacatia.com.

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Call of Duty HOA Directors Must Wake-Up

By Judy Kenninger, RRP

“If you’re using next year’s money to get through the year or you’re using reserves to cover a budget shortfall, that’s potentially a bad situation....”



In any organization, it's easier for leaders to be nostalgic and reactive, than it is to be realistic and proactive. That seems to be the case with many board members at timeshare resort homeowners' associations. As the facts on the ground change, they are often reluctant to accept that new strategies are needed and to share that news with fellow owners.

“If you’re using next year’s money to get through the year or you’re using reserves to cover a budget shortfall, that’s potentially a bad situation or at least a cause for examination,” says Joe Takacs, president and CEO of TheMVPServices LLC. “When

it’s really not good is if you don’t address the shortfall and raise fees and you don’t tell the owners. Unless you have a good reason to think that things will change and the budget will somehow become balanced, you’re lying by omission.”

John Funk, an attorney at Gallagher, Callahan & Gartrell, P.C., agrees. “The worst thing you can do is ignore the situation,” he says. “Your problems will only become more extreme.”

Board members have a fiduciary duty to the HOA members who have elected them. “They must act in the best interest of the timeshare owners,” Funk says. “If they see these trends and don’t take action, they are failing in their duties.”

Of course, it’s one thing to see that the situation has deteriorated, it’s another to know what to do to resolve it. “With many legacy resorts having dwindling owners bases and increasing defaults, their finances become a problem,” says Chris Conley, an attorney at Hayes, Johnson & Conley, PLLC, who also runs White Rock Group, LLC, a title company. “They really have only three options.”

The first option is to keep the resort going and find a way to increase revenues. By stepping up marketing efforts for rentals and interval sales, HOAs can create new revenue streams. They can also increase collection efforts for unpaid fees.

This strategy is more likely to be successful for resorts that are in better condition and in a popular destination or on a beach. “It’s a lot more difficult if you’re in a rural area with few visitors,” Funk says.

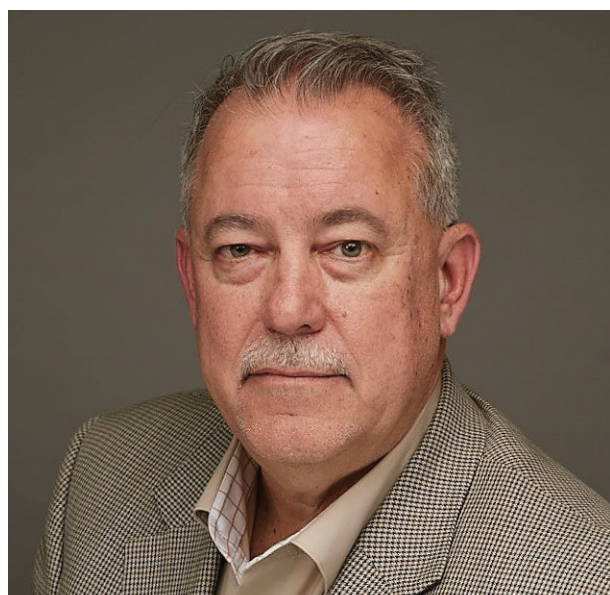
Rentals can definitely help bridge the gap when the delinquency rate climbs, but once a certain threshold has been passed, the resort becomes less like a timeshare resort and more like a hotel.

When it comes to giving the owners what they think they paid for and retaining the ambience of a timeshare resort, “everything spins around sales,” Takacs says. “Are you replacing owners that aren’t paying anymore?” Because many owners at legacy resorts have aged out of the product, HOAs must find a way to replace them, which in most cases will require an on-site sales representative at least as part of the forward-looking solution. As a rule of thumb, if the average usage span of an owner is 20 years, then a resort must find new owners for 5% of its overall intervals each year to ensure a fully subscribed owner base. Of course, some owners will find their own buyers through resale companies or deed it to their children. But

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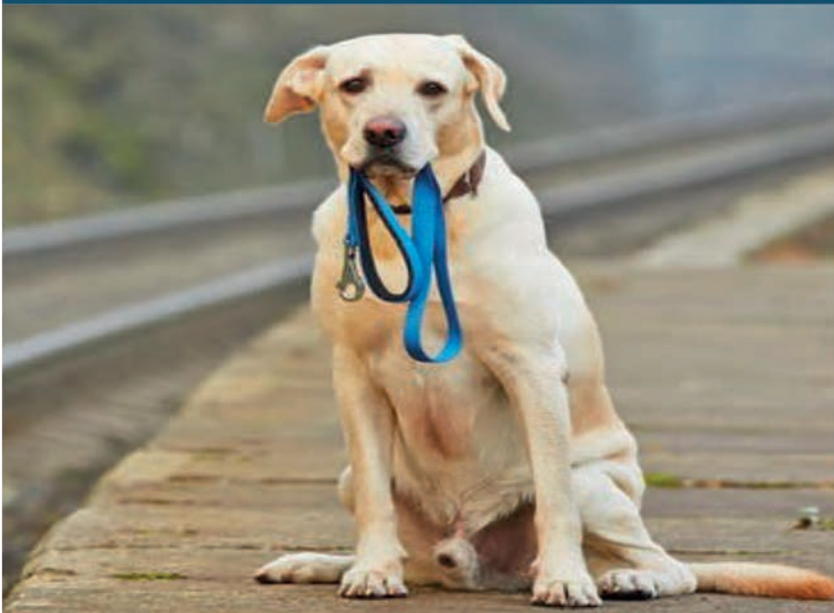
Five Signs Your HOA Needs to Act Now

1. **You ran out of money before the end of the fiscal year, so you used next year’s maintenance fee payments for this year’s expenses.**
2. **You ran out of money before the end of the fiscal year so you’re using reserve funds to cover annual expenses.**
3. **More than 20% of your owners are delinquent on paying their maintenance fees.**
4. **Your HOA has incomplete or out of date owner records for more than 10% of owners.**
5. **Your occupancy levels are below 60% on an annual basis.**



Joe Takacs

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Resort Trades

Every Resort; Every Month

Published by Wilson Publications, LLC.

PO Box 1364, Crossville, TN 38557

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Resort Trades – the timeshare industry's only true news journal – provides relevant, timely news to assist resort developers, operators and management staff stay current and make better business decisions. The super tabloid print version is distributed twelve times annually to every resort in the U.S. and is supported by an interactive online news resource, ResortTrades.com. A digital version, plus a newsletter "Resort Nation", is emailed monthly to a subscriber-base of approximately 25,000 viewers including senior-level executives at development, management and timeshare-related travel companies. ResortTrades.com is typically rated in the top third of the first page by the major search engines when searching on timeshare industry related topics. Copyright© 2021 by Wilson Publications, LLC. All rights reserved. No part of this periodical may be reproduced without the written consent of Resort Trades. Resort Trades does not accept unsolicited freelance manuscripts, nor does it assume responsibility for their return. Resort Trades is published monthly, twelve times a year by Wilson Publications LLC, PO Box 1364, Crossville, TN 38557. PRINTED IN USA

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New Feature Launch!



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Resort Data Processing (RDP) develops timeshare software for fractional properties, private residence clubs (PRC), and destination clubs. Guests and owners can reserve via the internet, and owner internet access includes the owner calendar and ability to view bills paid by the management company. Work orders and housekeeping history can also be accessed online. With a strong customer base and 30 years of experience in the complex area of owner managed timeshare software, the RDP system modules that are timeshare-specific are fully integrated with RDP's core property management system. RDP systems manage variations of fractional ownership like weekly, quarter share, membership and "point-based" resorts.

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for the most part an active sales program is required.

Hiring a loan servicer or a collections company to ensure that maintenance fees are paid should be a first step if the percentage of owners who pay goes down. Another advantage of outsourcing this work is that the companies specialize in this type of work allowing them to keep up with changes to regulations on fair debt collection practices.

The second, Conley says, is to find a bulk buyer to take over the unused inventory. This can come in the form of a vacation club or a larger timeshare developer.

The risk in this strategy is that if the vacation club or developer goes out of business, the HOA will have a large chunk of inventory to find buyers for all at once. Still, it can be a bridge to more solvent times. At one resort managed by TheMVPService, they completed a bulk sale of nearly 1000 weeks in 2020, which for a brief time brought the resort up to nearly 98% subscribed. "Of course, I had to tell the board that we have to keep doing what we have been doing because this isn't over," Takacs says. "They have to keep selling year after year after year."

The third option is partial or full termination of the timeshare regime. In a partial termination, a group of units, sometimes in one building, are converted into whole-ownership units and then the remaining owners are consolidated into the remaining inventory. Those units are then sold off and

any net funds are available for the remaining units reserve funds.

In a full termination, the timeshare plan at the entire resort ends. This is an arduous process as title to all 52 weeks in all units must be cleared. That process sometimes (but not usually) requires taking the resort through a bankruptcy proceeding.

"While this may sound like the only option to some HOAs," Conley says, "it should be the last option once everything else fails due to the seemingly insurmountable title problems that are caused by an outright termination. People sometimes forget that we are dealing with real property. The title records and standards are exactly the same as for your house."

While a good bit of the inventory is typically already owned by the HOA, Conley says his companies are finding that more of the inventory remains titled in the names of delinquent owners who are now either deceased or can't be located. Exit companies have exacerbated the problem. "A new wrinkle HOAs are having to deal with are COVID-related defaults because during the pandemic, many courts paused foreclosures,"

"Closing a resort is one of the more complicated legal problems out there," Funk adds. "The documents typically require a very high voting percentage."

At one resort, it took one year to clear title for six units, and the legal fees amounted to \$100,000. "It's very labor-intensive," he explains.

Some resorts have also had their association file for bankruptcy and then do a reorganization. "For a large resort, it may be simpler to just go that way," Funk says.



John Funk

One benefit of the pandemic may be that communicating with owners has become easier as more people have become comfortable with Zoom and other virtual technologies. "At one resort, 70% of active owners attended a webinar we did to help them decide what to do about their resort," Takacs says. The owners could ask questions using the chat feature and generally were pleased with the presentation of information and their ability to learn and understand what was being presented.

Deciding on the best option is a complicated decision, but HOAs don't have to go it alone. "There are a number of companies that will help a resort analyze where they are," Funk says. "They'll do an in-depth examination of the physical plant to determine its condition, look at the owner base, the trends in the local market, the type of product, and the management team, and then report back to the board on what their options are. But you have to understand, doing nothing is not an option."

Judy Kenninger has been covering the shared-ownership industry for nearly two decades.



Chris Conley

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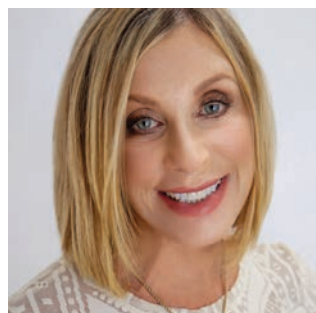
Resort Trades Learning Center... Doing Our Part to Help You Excel



Margit Whitlock, AIA

In case you've missed it, Resort Trades Learning Center has had a full menu this spring. (Videos of Resort Trades events are available at [YouTube.com/ResortTrades](https://www.youtube.com/ResortTrades).)

For example, in May we learned what are the "Do's & Don'ts of Renovations" from Margit Whitlock, AIA, Architectural Concepts, Inc. Georgi Bohrod Gordon, RRP, and our publisher, Sharon Scott Wilson, RRP, had a conversation about the role of public relations in resort marketing.



Georgi Bohrod Gordon, RRP

If you're involved in the resort business, then you are very aware of the necessity of sales – particularly sales to new owners/ members – in order to stay in business. We are constantly competing with exit companies for our prospect's respect and trust. In May and June, ADS Consulting CEO Dave Stroeve shared thoughts about this and other challenges to salespeople who are trying to operate in what has been a rougher-than-usual environment. Be sure to go to Resort Trades' YouTube channel and search for the first two videos of his three-part series, "How to Achieve Sustainable Sales Growth." Don't forget to register for his third presentation to occur in July. Visit [ResortTrades.com/LearningCenter](https://www.ResortTrades.com/LearningCenter).



Sharon Scott Wilson, RRP

Leaders in the Next Wave

"The New Buyer's Journey" with Shari Levitin, of Shari Levitin & The Shari Levitin Group, kicked off the June Learning Center lineup, which introduced the industry to innovative new ways to address prospective buyers. Shari has an unequalled reputation as a sales trainer, author, and thought leader in the timeshare industry. When she broadened her market outside the industry over the last two years, however, she opened herself to a broader scope of techniques and thought processes.



**ADS Consulting
CEO Dave Stroeve**

There is so much to say about Shari; where can we start? She is the author of the inspirational



Shari Levitin

non-fiction 'how-to,' Heart and Sell. Shari was named one of the Top 50 Keynote Speakers globally in sales, the Top 38 Women Influencers to Watch, the Top 10 Sales Influencers on LinkedIn, and recently starred along with 20 other sales experts in a documentary film put out by Salesforce called the "Story of Sales."

Shari has helped create over 1 billion dollars in increased revenue for companies in over 40 countries. Shari is the bestselling author of Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know, a contributor to Forbes, CEO Magazine, and Huffington Post.

Additionally, Shari was chosen as the first adjunct professor at the University of Utah David Eccles School of Business to teach a course in sales, she's an Advisory Board member of the Sundance Institute, a designated Women's Sales Pro, and was featured as an expert in the new Salesforce documentary film "The Story of Sales."

Now she shares from her tremendous wealth of experience – both within the timeshare world and outside its confines of preconceived assumptions about handling tours. "It's not just 90 minutes these days," says Shari Levitin.

Shari taught us volumes about how resorts today must use multiple digital tools to integrate sales, marketing, and service. Resort Trades heard back from



**ARDA Chairman
& CEO of
Travel + Leisure
Michael Brown**

Also in May, the Resort Trades Learning Center was honored to have the opportunity for our publisher, Sharon Scott Wilson, RRP, to interview Michael Brown, Travel + Leisure Co. CEO and Newly Appointed ARDA Chairman. Despite being head of the world's leading membership and leisure travel company (T + L's portfolio consists of nearly 20 resort, travel club, and lifestyle travel brands) and the volunteer head of the American Resort Development Association for the next two years, Mike's demeanor portrayed no signs of angst. He's a likeable and approachable guy. With the responsibilities of running a company that employs 15,500 associates, including the Wyndham Destinations, Panorama, and Travel + Leisure Group business lines, he's got a pretty full plate. As loyal supporters of ARDA, Resort Trades welcomes Mike and looks forward to following his progress.

Continued on page 12



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Our Partners:



Continued from page 10

almost every attendee at the event, saying they were challenged by what she said and intended to change their own methodology as a result.

We heard from another powerful and inspirational woman in June -- Sheryl Cattell, of Personal Legend Coaching. In her business Sheryl assists individuals in personal development. Her wonderfully uplifting personality encourages everyone around her. "

Like Shari, Sheryl is truly a Next Wave Leader.



Sheryl Cattell

In addition to offering personal and professional coaching, she offers a course in using LinkedIn for personal branding. She rattled off user tips during her session, "Using LinkedIn to Build Your Business, Without Spending a Dime" to rival the pace of a Gatling gun. Following are a few of the links she shared, but you'll have to view her presentation to learn how to apply many of them.

- Get your Social Selling Index here - <http://bit.ly/CattellSSI>
- Remove background (for free) <https://www.remove.bg/upload>
- How to Create a Pod -<https://www.joshsteimle.com/linkedin/linkedin-engagement-pods.html>
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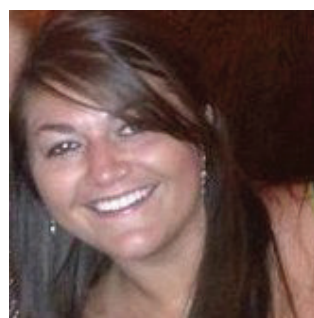
Sheryl Cattell is an award-winning digital marketer with more than 25 years of experience in positions including VP and CMO of Marketing. She is the founder of two Interactive Marketing Associations (sfima.com/dfwima.org), a digital marketing coach for the BizHack Academy and founder of Personal Legend Coaching as a Master Certified Life Coach. She recently joined Starmark International as a Sr. Digital Marketing Strategist.

The topics she crammed into her 50-minute presentation included:

- Get your social selling score and see how you compare within your industry and network

- How to create a business page on LinkedIn
- Establishing the goals for your business presence on LinkedIn
- Connecting with the target companies, job titles, and influencers in your "space"
- Creating a pillar and cluster content strategy to support your business goals
- Find out how to get more mileage from your posts (from hundreds to thousands of views)
- Discover the Pros and Cons of hosting an event on LinkedIn

June's plethora of ground-breaking live events was made ever more remarkable by Kelley



Kelley Ellert

Ellert exploring new ground in "BREAKING NOW: Influencer Marketing Is New Wave." Influencer marketing (IM) is a growing medium in the resort industry whereby resorts work to obtain online recommendations

from people who have a number of followers. The discipline is still under development, but grew like wildfire in 2020, probably due to the pandemic's forcing so many to work from home.

As Wikipedia defines it, "Influencer marketing is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field." There are IM agencies now such as Americanoize, Carusele, and The Influencer Marketing Factory. There are IM software platforms such as GRIN, #paid, and upfluence. To help bring it home for the timeshare resort industry, Kelley broke down the why and the how-to. She shared the nitty-gritty of how to get started, including choosing influencers, setting up a program, tips for success, and tracking your success. This event was absolutely stuffed with information about a marketing medium that will be the wave of the future. Or, is it the wave of the present?

Don't miss any of your industry events – past or future! Go to ResortTrades.com/LearningCenter and register for the next event. At the bottom of the registration form is a box which you can check to be automatically registered for all future events. And definitely subscribe and hit the bell icon on YouTube. [com/ResortTrades](https://www.youtube.com/ResortTrades) to be notified whenever we post a new video.

What's New?

We had our first Showcase featuring President of Vacation Innovations and Holiday Systems International Bryan Rand in May, who filled us in on the many advances his



company has accomplished as they offer custom travel solutions. He talked about the acquisition of Holiday Systems and other companies and how this plays into the company's ambitious plans for growth. It was a delight to share in his energy. <https://youtu.be/J0D3xIYINYg>

Resort Trades Learning Center presented a second Showcase with a conversation



with Fiberbuilt Umbrellas & Cushions President of Sales Jordan Beckner. We've wondered how

this specialty company (producing outdoor shade products and cushions) had acquired such a loyal following. The answer was by producing a top-quality, premier product and giving great customer service. Jordan explained that his Fiberbuilt's Founder & CEO Paul Knapp was the original innovator to incorporate the use of fiberglass ribs that can bend and flex, yet withstand fierce wind without breaking. Over the years they've built a tremendous reputation due to their use of superior elements including heavy-duty hubs and aluminum poles with .125 wall thickness, but especially their fiberglass ribs. <https://www.youtube.com/watch?v=hQ6FswJzFrS>



Meet Sarah, July Survivor

Just before Covid hit, I was granted a breast cancer survivor's vacation from Send Me On Vacation. I secured my ticket and then the entire world shut down. Our trip was postponed over and over again. Then 3 months ago the new invite came for a trip to The Vidanta Resort in Mexico and I quickly accepted. Last week, a group of us breast cancer survivors went to stay in Nuevo Vallarta. Many of us were HER2 positive, Metastatic. It was interesting to compare notes on our treatments, disease progression, progress and recovery. To go from independence and invincibility to relying on others and weakness is difficult even for the strongest among us. It was helpful for me to see and visit with other ladies who had also gone through chemo, radiation, and surgeries and hear about their scars, whether physical or emotional. It was a special blessing to spend time with new friends with whom I formed an instant bond. As beautiful as our surroundings were, in thinking back on the week, my favorite times were spent with these ladies. Thank you to those of you, friends and strangers, who have prayed for and supported me from the very beginning, when I announced my breast cancer diagnosis on this blog almost four years ago. Looking back on that blog entry, I was naive to think that everything was going to be completed within a year – little did I know or understand. With each day that passes, I continue to progress toward health and my new normal. I'm grateful for an opportunity to have renewed my spirit through this healing vacation. I never imagined that this week would turn my life around at light speed. I'm beyond grateful to everyone, Cathy Backus SMOV our host and SFX Preferred Resorts for making this incredible dream vacation come true! It was both a life saver and a life re-starter after my very tough cancer battle which may never end!!!



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

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AquaZip'n:

AquaZip'n[®] is an exhilarating poolside attraction, combining the thrill of an adventure zip line with rope swinging. Participants of every age launch into the pool with a big splash! The design of the AquaZip'n[®] allows for clean entry into the water and eliminates swing back through its arching frame. The AquaZip'n[®] has a proprietary self-retracting trolley that makes it easy to operate and allows for high throughput; and it only requires 4-feet of water. This feature is a great addition to every pool that encourages patrons of all athletic abilities to engage in pool play and physical fitness.

AquaNinja:

Warrior play, just add water! AquaNinja[®] turns your visitors into ninja warriors, traversing above the pool on 20' of net. A new spin on climbing, the AquaNinja[®] challenges the inner warrior in kids, tweens, teens, and adults alike.

This poolside adventure feature is designed to bring excitement and challenge to the pool. Utilizing a stainless steel core, the monkey bars are suspended across 20' of water offering a unique twist on climbing over water.

AquaNinja[®] is a fully modular system that is ideal for 20' spans of water or pool spans in 5' increments. Color choices are available for the climbing net, and the frame is constructed of 304L stainless steel with powder-coating for surfaces that are easy to wipe clean.

Basketball Hoops:

Basketball played in the pool is a fun and engaging way to encourage your customers to spend more time at your pool and play solo or with teams. Our basketball hoop line up offers various models to fit different levels of recreation.

All of our basketball hoops can be customized to mount directly to the deck if necessary. Clear backboards are standard, but there are customized heavy duty

Bison backboards available. Your poolside basketball hoop can also be mounted to concrete pylons, walls, or anything your facility needs to maximize space and play.

The Jamma! and Slamma! basketball hoops are available with up to 10' rim height and offer various setback levels to provide you with the right poolside basketball hoop for your facility. All of the frames are constructed of 304L Stainless Steel to minimize corrosion and provide you with a poolside feature that will last for years to come.

Pool Climbing Walls:

What's more fun than the challenge of pushing yourself to climb to the top of a wall? The rewarding splash back into the pool! Our comprehensive line of pool climbing walls were developed by experts in the climbing industry and aquatic professionals.

Each wall is designed to withstand the harshest of indoor and outdoor aquatic settings. Pool climbing walls attract visitors of all ages and athletic abilities. From helping kids build self-esteem, to adult strength training, pool climbing walls expand poolside programming and require little maintenance.

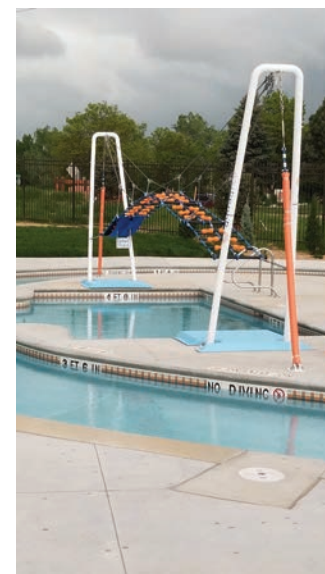
Choose climbable surface heights from 8' - 23'. Available in clear or opaque wall panels.

Depth requirements vary by state, so be sure to check your local, city, and state requirements.

Poolside Slides:

Make a splash with high quality, commercial grade poolside slides that are fun for all ages. Poolside slides are available in a variety of design and color options to match your vision. Safety is a top priority, with a slip-resistant platform. Colorful and highly visible, these slides will give your pool a fresh look that will last for years to come!

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13 Best Digital Marketing Strategies for Resorts and Vacation Rentals That'll Increase Bookings

By Daniel Martin

Owning and running a business in the hospitality industry is no easy task. It requires a lot of investment in time, money, and other resources to attract your ideal clientele. As an entrepreneur in this field, having a solid marketing strategy can help you attract new leads and increase your conversion rates.

The most daunting task is developing an effective marketing strategy for your business. A strategy that can help make the internet a valuable resource for your business by increasing direct online bookings. This article looks into the top digital marketing strategies for businesses in the hospitality industry.

Read on to find out more.

1. Define Your Audience

Targeting your digital marketing efforts to the right people can help your strategy succeed. You need to understand your average customer and the things they want. It would be best if you also found out which social media channel your audience spends most of their time browsing.

Besides, it would help if you defined their journey once they're on your website. Please find out the web pages they frequently click on and the keywords they enter into your website's search tool.

A good understanding of these details can help you improve the relevance and effectiveness of your digital marketing strategy. You will be able to create content that people looking for vacation accommodation would want to read.

2. Get Listed on Google

The internet has revolutionized how people advertise their businesses today. You can advertise your services to your audience by getting your business registered on Google. Before making bookings, people search for resorts and vacation rentals – listed businesses appear in the results.

Google My Business is a platform that lists everything from a barbershop to the biggest resorts and vacation rentals in the world. All you need to do is get to the platform and fill an online form with all the details relating to your business. Ensure you provide the correct business name, an accurate location, and your contact details.

3. Have Your Website

You cannot mention having a digital marketing strategy without talking about a website. A business website acts as a front office and the customer's first touchpoint. But then, a website is only as effective as the content it has within its pages.

Your website content needs to cover all that your business does. Ensure a good balance between

A ccording to HubSpot, 81% of businesses today use video marketing in their strategies.

textual and visual content.

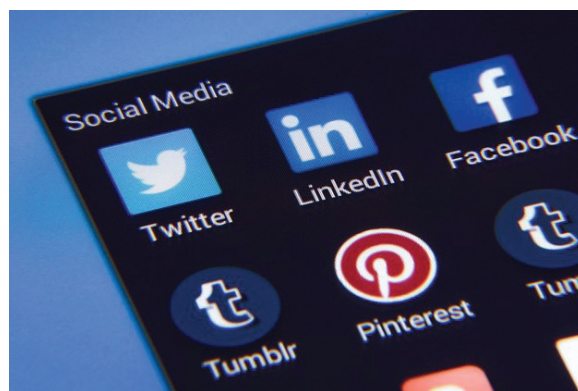
Add a booking button and a contact page too. This technique is similar to nonprofit organization websites. They prioritize including a call to action buttons like 'Donate Now' or 'Donate Here'.

They want to make sure that if a visitor wants to donate to the cause, it's easy for them to do so. These websites use website builders for nonprofits to ensure that they include all the important website elements so you can use one too.

4. Follow the SEO Staples

Search engine optimization (SEO) is one of the important factors that help us market our businesses online. Good SEO helps businesses get listed on the first pages of SERPs. Top search engines such as Google check websites for relevant content and other features to help customers rank them.

SEO is the backbone of businesses, and you, therefore, need to invest in it. Ensure that your website design is user-friendly, contains valuable content, and is optimized. Use videos and photos that showcase your vacation rental and resort for the best results.



5. Market on Social Media

Going the social media way can help you increase your leads and conversions. You need to have a presence for your business on different social media platforms. As mentioned earlier, finding out the social channels your target audience uses helps. That way, you target your efforts in the right direction.

This is also the best channel to show people how awesome your resort and rentals are. Videos and pictures are easily shareable on these platforms. If you play your cards right, you might even go viral with the right content.

Another practice to increase your lead

generation is social listening. It means that you monitor your social channels for customers looking for help. Check your social media pages for mentions, comments, reviews, and questions, then reply to each.

6. Maintain Your Online Reputation

Online reputations determine whether businesses get more customers in the future. As mentioned earlier, people come to the internet to search for businesses before transacting. They read online reviews and base their purchase decisions on what they see.

The feedback you get from past clients, negative or positive, is crucial here. It shows the level of satisfaction your guests get and determines your reputation. You need to respond to both positive and negative reviews and comments. Keep your responses positive and use the feedback to improve.

7. Tell Your Story Through Video

Visuals play a significant role in marketing businesses. According to HubSpot, 81% of businesses today use video marketing in their strategies. In addition, 91% of marketers say that customers understand products better when they're explained in videos. That makes it a perfect way to tell your brand's story.

We cannot overemphasize the benefits of using video marketing in your strategy. It informs and educates your audience about your vacation rental business. It also gives you an edge over competitors and helps you personalize your message.

8. Blogging Does Work

Blogs can help you reach a wider audience and improve your bookings. It helps you attract like-minded people and show your expertise in your industry. It can be an excellent digital marketing tool for your business if you do it right. Your blog can make people dig deeper into your website and book.

You need to expand your reach when it comes to blogging. You do not have to mention your business in every article you post on your blog. Recommend some good places your guests can go for sightseeing and many other activities.

9. Go Above and Beyond in Customer Service

Another way to market your business is by offering exceptional services. Your past clients' reviews and comments about your business

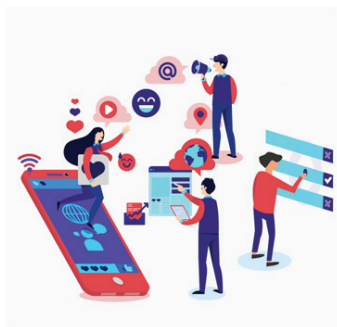
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depend on how you served them. Ensure that your service delivery is unmatched within your industry to have a competitive advantage over other hospitality businesses.

A growing trend in the digital marketing field is the use of chatbots. This tech is now popular in resort and rental vacation businesses. If you have a website or application, consider deploying chatbots to engage people and even help them book their spots on your premises.

Chatbots are becoming more intelligent every day, and they can now do things like human agents. They help reduce the need to have a human agent waiting every time. Your visitors also have their problems resolved in time, especially the most basic questions.

12. Provide Incentives

There are several ways to get customers to your hospitality business. Providing incentives such as free accommodation at your vacation rental helps build trust between your business and potential customers. It also gives potential customers a reason to choose you over your competitors.

You can give incentives such as discounts and other offers both to new and existing customers. Limited offers and discounts create a sense of urgency, increasing conversions in a short span. Incentives make people get interested in your services, making them worthwhile.

13. Focus on Influencer Marketing

Another important way that marketers can reach their online audiences is by using influencers. This method has been growing exponentially as social media becomes more widely used. Influencers have vast audiences on different social channels and have the power to influence their purchase decisions.

It would be best if you found an influencer who has a reputation in the hospitality industry. Avoid cheap influencers who have nothing meaningful to offer. Some will ask for freebies only to offer a shoutout to their followers in return. This will not benefit your brand.

Make sure the influencer has a following on the social media channels most of your target market uses. The influencer you pick will choose a topic and create engaging posts and videos or even visit your premises and advertise there.

Conclusion

There is so much that you can do to get your resort or vacation rental to potential customers. The strategies mentioned above are effective for anyone looking to generate online bookings. They can help you build brand awareness, find your ideal audience, and increase conversions.

But then, implementing your digital marketing strategies isn't easy. It requires time, effort, and patience to start reaping the benefits of internet marketing. As a business person looking to increase your profits with an online presence, every strategy mentioned above is worthwhile.

Daniel Martin loves building winning content teams. Over the past few years, he has built high-performance teams that have produced engaging content enjoyed by millions of users. He can be reached at <https://www.arcstone.com/blog/best-website-builders-for-nonprofits> or dan@arcstone.me.



Your customer's journey with your business starts immediately when they notice it. This process goes on even long after they have left your premises. The first impression they have about your business determines whether they stay. How you treat them during and after their stay determines whether they'll revisit.

10. Consider Email Marketing

Email marketing is another vital marketing strategy that's worth considering. As a resort or vacation rental business owner, you need to have an email list of potential customers. You can use your website's contact form to gather as many email addresses as possible.

After building a list, you need to engage the people therein regularly. Send them emails letting them know that you launched a new product or that you have an offer. Ensure that you include calls-to-action on all your emails to increase your conversions from email marketing.

11. Deploy Chatbots on Your Site

SPI Software

Vacation Ownership Software Solutions

Founded in 1978, for over four decades SPI Software has continued to remain the preferred supplier of software solutions for the vacation ownership industry. This amazing longevity has been achieved by providing a broad spectrum of timeshare software, including applications for fractional ownership, private residence clubs, legacy timeshare resorts, HOAs, and vacation clubs.

Software solutions have been created for sales, marketing, property management, central reservations, owner services, rental program management, finance, and strategic data analysis ... all backed by exceptional customer service.

To survive more than 43 years in the Hospitality Technology market, SPI has benefited from a remarkable flexibility to adapt, always remaining at the forefront of timeshare software technology. Their corporate philosophy of continuous development and innovation of new products has led them to create the most advanced timeshare/vacation ownership-focused technology in the world.

Businesses understand that data equals knowledge and being able to easily collect and analyze data in real-time is crucial to their success. As a software provider, SPI helps their customers manage and use data correctly, while also providing every customer with the necessary tools to be successful.

In 2021, SPI announced the release of SPInsights, an integrated tool utilizing Microsoft's Power BI platform, a business analytics service provided by Microsoft. SPI has built a series of reports, dashboards, and templates through Power BI that access the SPI software and are available for immediate use. Current Dashboards include Salesperson Efficiency, Availability Snapshots, Tours & Sales Grids, Sales Center Scoreboard, Staffing Reports, Membership Dues, and Service Request Tracking.

By using SPInsights with Power BI, which is a global product, other data sources outside of the SPI platform can also be accessed to create



Calypso Cay Resort, Orlando, Florida, managed by Capital Resorts.

companywide dashboards and reports. This ability to consolidate data from multiple sources into one single, actionable destination provides insights into your whole organization, not just the data being managed by their software.

While SPI does provide an enterprise level, out-of-the-box solution, they are always willing to customize a solution specific to their customer. SPI has an in-house custom software development team, and a robust API is available for properties wanting to create their own applications or work with third-party vendors. Improvements in digitalized guest communication, revenue management, and the development of mobile apps are increasingly important for properties to help manage their operations and improve the overall guest experience. SPI is at the forefront of this technology.

New services like mobile check-in are one of the most useful hospitality trends for reducing the need for human-to-human contact ... an especially important concept within the context of the COVID

pandemic. For many properties, the less time spent during check-in, the more satisfied the guest. SPI's new PreCheck functionality minimizes face-to-face interaction during the check-in process and facilitates the need for a speedy check-in. Information can be gathered prior to arrival, check-in processes can be documented, door and lock codes can be shared, and guests can be notified when their room is clean and ready for check-in.

Added Nigel Lobo, RRP, Grand Pacific Resorts Chief Operating Officer, "Year after year, the collaborative nature of our partnership with SPI has resulted in improved technologies affording us gains in operational efficiencies. The custom integrations that we developed together provides our team the data and tools needed to focus on our core purpose of enriching lives by creating experiences worth sharing."

"Our partnership with SPI allows our team at Capital Vacations to focus on what we do best, creating memorable vacation experiences for our owners and guests," shared Travis Bary, COO at Capital Vacations. "Whether that be servicing one of the nearly 70 Associations we manage today or seamlessly transitioning a new property to the Capital family, SPI is always there to help."

"Our ability to remain the leader in Vacation Ownership software – since almost the beginning of the industry itself – has been achieved by maintaining close contacts with our customers and adapting our software to keep pace with the changes that are constantly thrown their way," says Gordon McClendon, SPI's Vice President of Client Relations. Gordon was recently named the recipient of the 2020 CustomerCount Customer Engagement Professional (CEP) Resort Trades Award, which recognizes outstanding leaders who exemplify customer engagement within the resort/hospitality industry.

Contact SPI to learn how they can provide solutions to your software challenges.
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Carlsbad Seapointe Resort, Carlsbad, California, managed by Grand Pacific Resorts.



transparency in timeshare

So what is TOWB anyway; what exactly does that stand for?

God created the world in six days. When He was finished He rested.

God looked at what He had created and saw that it was TOWB;

He looked and saw that it was GOOD. (Genesis 1:32)

TOWB is therefore a Hebrew word that means good - but it is more than that. It is actually a VERB and a NOUN at the same time. So the thought is good now and continuing to be good. That is the lofty goal of TOWB; be good and continue to be good in the eyes of God and of course each person we come in contact with and serve.

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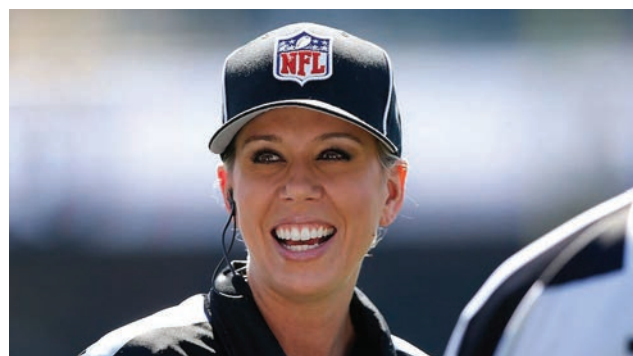
Kaplan Mobray,
The 10Ks
of Personal
Branding.

ARDA Timeshare Together

Resort professionals were able to get together, at last, this past June. While the sessions were also available virtually, they just couldn't compare to networking in the Zoono Safety Zone, the VIP Lounge, or in by-invitation-only lounges sponsored by RCI, Interval International, and arrivia.

Speakers included **Kaplan Mobray**, an executive coach, best-selling author, and personal branding expert and award-winning author of *The 10Ks of Personal Branding*. **Siri Lindley**, a world champion triathlete and high-performance coach shared the fear-shattering strategies for changing the thoughts, habits, and behaviors that hold people and organizations back that she created after overcoming adversity including surviving cancer.

Shark Tank reality TV judge **Daymond John** made an appearance and shared his quintessential rags-to-riches success story of sacrifice, hard work, and perseverance.



Sarah Thomas, first female
playoff NFL official



Daymond John, CEO FUBU

featured in this month's article, ". To hear more about the consumer-oriented social media campaign from ARDA President & CEO Jason Gamel, RRP, look for his interview on [YouTube.com/ResortTrades](https://www.youtube.com/ResortTrades).



Siri Lindley,
world champion triathlete



**Senator Wilton
Simpson, FL
Senate**

The NFL's first female official, **Sarah Thomas**, spoke of how she attained the honor of being named one of Sports Illustrated's "100 Most Influential NFL Figures of All Time." On April 8, 2015, Sarah Thomas was one of nine new game officials added to the NFL officiating roster for the 2015 season, becoming the first full-time female official in NFL history.

Several events were held during which senior executives from the various brands or resort-centered companies discussed the current state of the industry. Resort Trades was able to interview several of these and has posted videos on [YouTube.com/ResortTrades](https://www.youtube.com/ResortTrades).

ARDA's "Love My Timeshare" initiative appears to employ many of the tips

Florida has been a national leader in navigating the pandemic, striving to protect vulnerable populations while ensuring its business and tourism communities

Continued on page 22



Michael Flaskey CEO,
Diamond Resorts

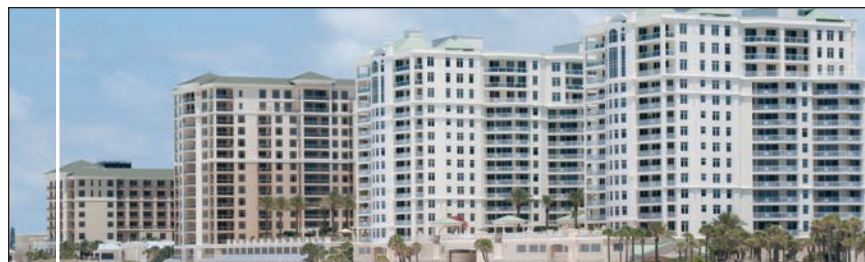
Lena G. Combs

Hospitality Practice Leader
Partner, CPA, CGMA, RRP

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have a sustainable path forward. Its elected leaders have carefully crafted sensible solutions that put these communities at the forefront of recovery. Florida Attorney General Ashley Moody and Florida Senate President **Wilton Simpson** let a panel discussion with some of Florida's top legislative and regulatory leaders to learn more about the unique challenges the state has faced, the actions they took that set them apart from the rest of the nation, and their path forward.

C.A.R.E. Conference to be in Sarasota August 21-24, 2021

C.A.R.E. (the Cooperative Association of Resort Exchangers) will celebrate its 35th Anniversary during its 68th Conference to be held at The Westin Sarasota, Florida from August 21- August 24, 2021. Go to CARE-online.org to register. Yes, we know...C.A.R.E. is actually enjoying its 36th year as one of the vacation industry's leading trade associations. Nevertheless, we missed celebrating last year, so this year, there will be a fabulous party!

C.A.R.E.'s conference agenda will feature previously announced conference keynote speakers, Eric Papp, Founder of Agape Leadership, LLC, and Iron Tamer, Dave Whitley. Papp will deliver his keynote address 'Taking Bold Action in Uncertain Times' on Sunday, August 22nd and Whitley will present his keynote 'SuperHuman Success Strategies-How to Discover and Develop Your Own SuperHuman Powers' on Monday, August 23rd. Conference attendees will also enjoy C.A.R.E.'s special Anniversary Celebration and Awards Evening as well as a Tiki Trivia Trolley Tour.

For more information, visit CARE-online.org or contact President Linda Mayhugh at lmayhugh@care-online.org or 800-636-5646 ext.700.





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Scott MacGregor, COO

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SUPPLIER PROFILE



The Lemonjuice Capital and Solutions' story began in 2016. We knew the time had come to Reimagine Resorts™ and provide pathways to help timeshare owners, associations, and boards to unlock the value of their resort properties. We began doing so by finding viable and real solutions to solve complex organic issues and those created by the exit companies, including bad sales practices, and management providing less than optimum services and benefits for their ownership.

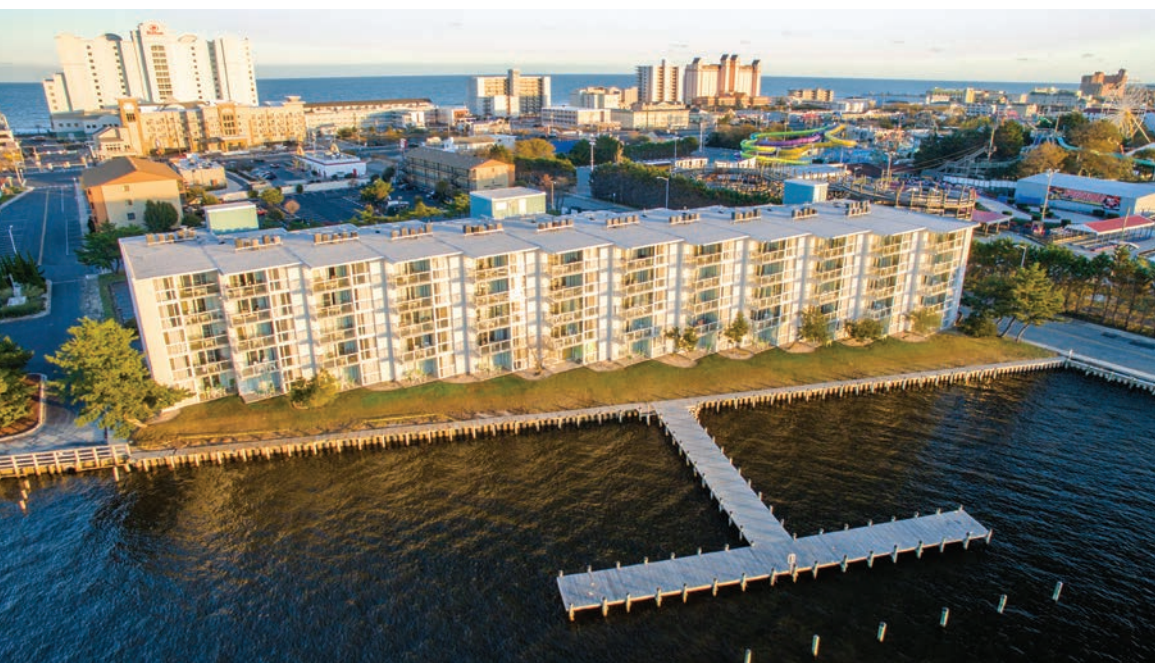
Today, Lemonjuice Solutions is the recognized leader and gold standard in reimagining timeshare resorts. Lemonjuice is on a mission to bring a fresh perspective to the timeshare industry. We combine over 150 years of timeshare experience with real estate expertise, innovative technology, and investment capital. Lemonjuice's top priority has always been to make the timeshare resorts that owners have come to love work more efficiently so the quality vacations that were promised so many years ago can continue without interruption.

Lemonjuice puts owners and what they want first. We are the leader in helping property owners determine a resort's destiny by planning, instead of accepting undesirable outcomes. While much attention is usually given to distressed or orphaned assets, we learned quickly that proactive measures were a much better strategy. That's what Lemonjuice Capital and Solutions is about – optimizing projects through real solutions for all stakeholders from owners to creditors.

Since 2016, Lemonjuice has invested more than \$20 Million in Legacy Resorts re-energizing staff, improving infrastructures, cleaning up defective titles, and returning approximately \$14.5 million to timeshare owners. The Lemonjuice team genuinely cares about a resort's owners and staff. Benefits of partnering with Lemonjuice include: capital infusions; resort evaluation and appraisals; and professional guidance in determining the resort's best use - whether that's a hybrid mixed-use property, a "right-sized" timeshare program, or a rebirth of the property as something else as outcomes evolve. Lemonjuice provides legal research to clear titles of conveyance issues making them marketable again; As we evolve, so will our innovative solutions and incredibly exciting outcomes.

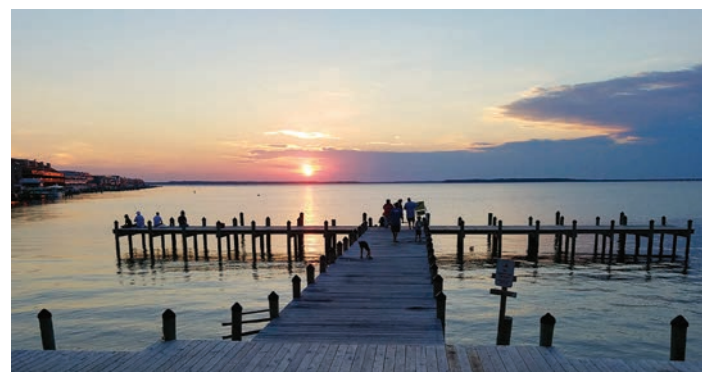
Through Resort Reimagination™ Lemonjuice works to provide solutions for every facet of the vacation ownership resort, including:

- Owners — giving genuine vacationing options so owners are not inclined to consider a relief company alternative;
- Boards – providing them tools, resources, and perspectives beyond traditional management to enable them to fulfill their mandates as



board members in the service of their owners.

- Associations – helping them to plan the logistics associated with sunsets, tenancies in common, or outdated termination provisions, navigating their aging infrastructure and changing environments, and infusing capital;
- Communities – aligning outdated and often blighted properties with modern redevelopment, zoning and environmental standards;
- Exchange companies – updating declining properties and re-engaging owners in products and membership programs based on flexible use, multi-site programs;
- The timeshare industry as a whole – fulfilling the promise of products that accommodate owners through their lives and changing vacation needs, providing them an exit with dignity when needed, removing the conditions which foster relief and resale scams, preventing resorts from declining and failing, and telling the story of how the industry has cared for its customers; and
- The traveling public in general – helping to promote “residential accommodations” with the highest quality housekeeping, amenities, and professional services.



With Lemonjuice Capital and Solutions the best is yet to come. To find out more about how we can help your resort, visit our website at LemonjuiceSolutions.com or contact Jan at Jan.Barrow@Lemonjuice.biz or call (321) 587-9801.



2021 Conference Information

C.A.R.E.'s 68th Conference
THE WESTIN SARASOTA
 100 Marina View Drive
 Sarasota, Florida 34236
August 21- 24, 2021

All industry colleagues are invited to join C.A.R.E. for its long awaited 2021 Conference highlighted by the organization's 35th Anniversary Celebration.

In addition to the anniversary celebration, the affordable conference registration will include meals and an action-packed agenda to include two keynote speakers (Iron Tamer, Dave Whitley and Agape Leadership Founder, Eric Papp), informative panel discussions and an unforgettable evening of fun and networking on Discover Sarasota's Tiki Trivia Trolley Tour.

The Westin Sarasota, soaring over the Sarasota Bay and downtown, and situated moments from top destinations such as St. Armand's Circle, Mote Marine Aquarium, Siesta Key Beach and Lido Key Beach provides the perfect location to CONNECT with inventory suppliers and buyers, COLLABORATE on value-added industry products and services and COMMUNICATE through networking and educational sessions!

Registration is Now Open!
FOR MORE INFORMATION:

www.care-online.org
info@care-online.org

800-636-5646 (US/Canada/Mexico)
 540-828-4280 (Outside North America)



Linda Mayhugh

C.A.R.E. President says,
 "Join us for some sunshine
 and soul rejuvenation."

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Liquidation – Our dedicated expert staff will find the most efficient & effective way to conduct your liquidation.

Warehousing – It is all about accountability & control. We will warehouse all of your FF&E as well as your OS&E.



Installation – Focusing on ensuring the right product is installed at the right location at the right time in the right condition with the proper documentation is our promise.



Other Services – Can provide the following services but not limited to:

- Bathroom Accessories installation
- Interior Sign installation
- Specialty Installation
- Real time on line inventory reporting
- Logistics project management



(407)494-9307

rodharding@hardingcompanies.com

www.hardingcompanies.com

MEMBERS DIRECTORY

AMENITIES



PINEAPPLE HOSPITALITY
Sun Hospitality Resort Services
5988 Mid Rivers Mall Dr, 63304
Phone: 636-922-2285
Website: www.pineapplehospitality.net/
Specialty: We're picky, with a focus on the product categories that create value for operators while benefiting guests and the environment. Pineapple only offers the best options in those categories and we provide them at competitive prices.

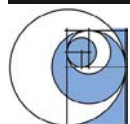
APPLIANCES



Make any day a weekend

Kenyon International, Inc
P.O. Box 925, Clinton, CT 06413
Ph: (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.

ARCHITECTURE / INTERIOR DESIGN



Architectural Concepts
3958 1st Ave, San Diego, CA, 92103
Phone: (619)531-0110
Website: 4designs.com/
Specialty: Architectural Concepts Inc. is a full-service design firm offering Architecture and Interior Design. Our qualified architects and designers are experienced in all aspects of delivering a resort project to be proud of. margit@4designs.com

ARTICLES, BLOGS, WRITING



THE TRADES INK Content Marketing
P.O. Box 261, Crossville, TN 38557
Phone: 310-923-1269
Email: Sharon@TheTrades.com
Website: www.TheTrades.com
Contact: Sharon Scott Wilson, RRP
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

BUSINESS INTELLIGENCE



CustomerCount
3925 River Crossing Parkway, Suite 60,
Indianapolis, IN 46240
Phone: 317-816-6000 Fax: 317-816-6006
Email: contact@customercount.com
Website: customercount.com/
Contact: 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.

COLLECTION SERVICES



FAIRSHARE SOLUTIONS

Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone 1: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!

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

CONTENT MARKETING



THE TRADES INK Content Marketing
P.O. Box 261, Crossville, TN 38557
Phone: 310-923-1269
Email: Sharon@TheTrades.com
Website: www.TheTrades.com
Contact: Sharon Scott Wilson, RRP
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

CUSTOMER RETENTION



FAIRSHARE SOLUTIONS

Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone 1: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!

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your company
HERE?
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931.484.8819**

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SMART UND SWISS SEIT 1876

ITB Co., Inc.
1688 Nevada Avenue, London KY 40743
Phone: 800-866-1357
Website: www.birchmeier.us/en/content/home.php
Specialty: Birchmeier is a leading sprayer manufacturer across the world with the highest quality Swiss-made products you can get.

EXCHANGE COMPANIES



7ACROSS

7Across
Website: www.7across.com/
Specialty: 7Across is the pioneer of the direct-to-consumer model of vacation exchange, as part of the Panorama family of travel brands at Wyndham Destinations.

EXCHANGE COMPANIES



RCI
9998 N. Michigan Rd., Carmel, IN 46032
Phone: 702-869-9924
Email: RCI.Affiliates@rci.com
Website: www.rciaffiliates.com/
Contact: Bob McGrath
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.



Trading Places International
25510 Commercentre Dr Ste 100, 92630
Phone: 800-365-1048
Website: tradingplaces.com
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.

FACILITIES OPERATIONS



Royal Basket Trucks
201 Badger Pkwy Darien, WI, 53114
Phone: 800-426-6447 Fax: 262-882-3389
Email: sales@royal-basket.com
Website: www.royal-basket.com
Contact: Cindy Lapidakis
Specialty: Royal Basket Trucks® Inc., an American manufacturer offers a full line of quality carts designed for use in the Hospitality Resort environments with solutions meeting the needs in Pools, Spas, Laundry, Housekeeping, Shipping/Receiving, Waste and Recycling just to name a few. All products are made to order allowing you to put the right cart for the job in your environment. Branding, labeling, modifications and custom functionality is all possible when you work with Royal Basket Trucks®.

FINANCIAL SERVICES



Alliance Association Bank
717 Old Trolley Rd, Ste 6
Summerville, SC 29485
Phone: (888)734-4567
Email: Sdyer@allianceassociationbank.com
Website: www.allianceassociationbank.com
Contact: Stacy Dyer
Specialty: Alliance Association Bank is designed to provide a dynamic portfolio of financial services specific to the Timeshare HOA industry. Our products provide a blueprint to accelerate efficiency, reduce costs and increase revenue. AAB's desire is to be your business partner by continuously offering the innovative solutions necessitated by the Timeshare HOA industry. To learn more about AAB's services, please visit www.allianceassociationbank.com or call Stacy Dyer at 843-637-7181.



WithumSmith+Brown, PC
200 S Orange Ave, Ste 1200
Orlando, FL, 32801
Ph: (407)849-1569
Fax: (407)849-1119
Email: lcombs@withum.com
Website: www.withum.com
Contact: Lena Combs
Specialty: Withum is a forward-thinking, technology-driven advisory and accounting firm, committed to helping clients in the hospitality industry be more profitable, efficient and productive. With office locations in major cities across the country, and as an independent member of HLB, the global advisory and accounting network, Withum serves businesses and individuals on a local-to-global scale. Our professionals provide the expert advice and innovative solutions you need to Be in a Position of StrengthSM.

HOA & STAKEHOLDERS COMMUNICATIONS



TOWB
1500 Town Plaza Court, 32708
Phone: 407-366-1573
Website: www.towb.life/
Specialty: TOWB LLC - a place, a people, a company that timeshare owners and boards can go to for simple conversation, honest answers to hard questions within a background of decades of management, sales, timeshare repurpose/redevelopment, and overall hospitality experience.
Licensed broker 34 states, 40 years Hospitality Experience and references 2nd to none. We would be honored to be a part of your team.

HOUSEKEEPING SERVICES



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

INSURANCE



Leavitt Recreation & Hospitality Ins
942 14th St., Sturgis, SD 57785
Phone: (800) 525-2060
Email: info-lrhi@leavitt.com
Website: www.lrhinsurance.com
Contact: Chris Hipple
Specialty: Specialty: For over 40 years, Leavitt Recreation & Hospitality Insurance has been the premier independent agent for Resorts, RV Parks, and various other recreation & hospitality oriented businesses across the U.S. Insuring over 3,500 locations, LRHI offers Liability, Property, Crime, Commercial Auto, Employment Practices Liability, and Work Comp Coverage through several preferred carriers, some of which are exclusive to Leavitt Rec. Centrally located in the heart of America, our home office is based in Sturgis, SD; however, Leavitt Rec.'s employees are stationed around the country and have years of experience working in the territories they serve. Call today to receive your FREE NO OBLIGATION QUOTE!

LANDSCAPE AMENITIES



The Brookfield, Co.
4033 Burning Bush Rd,
Ringold, GA 30736
Ph: (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.

LEGACY TIMESHARE SOLUTIONS



Legacy Solutions International
70 Brickyard Rd. Unit 10,
Essex Junction, VT, 05452
Phone: 802-862-0623, 802-373-5068
Email: ron@legacysolutionsinternational.com
Website: www.legacysolutionsinternational.com
Specialty: Legacy Solutions International, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out of pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-862-0637 Ron@legacysolutionsinternational.com.



Vacatia Partner Services

Vacatia Partner Services
2840 Fairfax St, Ste 219,
Denver, CO, 80207
Ph: 720-335-8983
Website: vacatiapartnerservices.com/
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

LENDING INSTITUTIONS



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



Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone 1: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
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LENDING INSTITUTIONS



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, VA, 22901
Phone: 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 \$8 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With 40 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

LENDING INSTITUTIONS



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Ph: (508)428-3458 Fax: (508)428-0607
Email: hbvswitebriar@gmail.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



Capital Vacations
9654 N. Kings Hwy. Suite #101
Myrtle Beach, SC 29579
Phone: 843-449-6500
Email: hello@capitalvacations.com
Website: www.CapitalVacations.com
Contact: Alex S. Chamblin, Jr.
Specialty: Capital Vacations, headquartered in Myrtle Beach, SC, is one of the largest and fastest-growing management, development, and timeshare vacation club companies in North America.

MANAGEMENT & OPERATIONS



Getaways Resort Management
PO Box 231586,
Las Vegas, NV 89105 USA
Phone: (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
Ph: 760-827-4181 FAX: 760-431-4580
Email: success@gprrsresorts.com
Website: www.gprmgmt.com
Contact: Nigel Lobo
Specialty: 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

MANAGEMENT & OPERATIONS



Vacatia Partner
Services

Vacatia Partner Services
2840 Fairfax St, Ste 219,
Denver, CO, 80207
Ph: 720-335-8983
Website: vacatiapartnerservices.com/
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.



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!

OUTDOOR AMENITIES



Kay Park Recreation Corp.
Janesville, IA 50647 | USA
Phone: 800-553-2476
FAX: 319-987-2900
Email: marilee@kaypark.co=m
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/ DISINFECTANT



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PO Box 41, Yonkers, NY 10710
Ph: (800)359-4913 Fax: (914)664-9383
Email: Sterifab@sterifab.com
Website: www.sterifab.com
Contact: Mark House
Specialty: 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.

PET SANITATION



DOGIPOT
2100 Principal Row, Suite 405
Orlando, FL 32837 USA
Phone: 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



Hammerhead Patented Performance
1250 Wallace Dr STE D,
Delray Beach, FL 33444
Ph: (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
Ph: (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.

**Do YOU see
your company
HERE?
If not call us at
931.484.8819**

POOL & WATER FEATURES EQUIP. & MAINT



Spectrum Aquatics
7100 Spectrum Ln,
Missoula, Mt, 59808
Phone: 406-542-9781
Website: www.spectrumproducts.com/
Specialty: Since 1972, Spectrum Aquatics® has designed and manufactured high-quality custom rails, ADA lifts, and commercial grade pool deck equipment. Spectrum has innovative products, skilled employees, knowledgeable engineers, and excellent customer service and sales staff.

PUBLIC RELATIONS



GBG & Associates
121 Lake Shore Dr Rancho,
Mirage CA , 92270
Phone: 760-803-4522
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod
Specialty: 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.

RECEIVABLE FINANCING



FAIRSHARE SOLUTIONS

Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Ph: (508)428-3458 Fax: (508)428-0607
Email: hbvswitebriar@gmail.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
Ph: (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.

REFURBISHMENT & DESIGN



Hospitality Resources & Design, Inc.
919 Outer Road Suite A,
Orlando, FL 32814
Ph: 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.

RENTALS AND RESALE



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

// 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.

RENTALS AND RESALE



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 25 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.



Vacatia Partner Services

Vacatia Partner Services
2840 Fairfax St, Ste 219,
Denver, CO, 80207
Ph: 720-335-8983
Website: vacatiapartnerservices.com/
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

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
Ph: (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.

SALES TRAINING



ADS Consulting
8612 Titleist Cr Las Vegas, NV, 89117
Phone: 702-919-0550
Website: www.adsconsultingservice.com
Specialty: ADS Consulting offers a unique, different, and innovative approach to helping your company grow top and bottom-line revenue.



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Levitin Group
PO Box 683605, Park City, UT 84068
Phone: (435)649-0003
Email: shari@sharilevitin.com
Website: www.levitinlearning.com
Contact: Shari D Levitin
Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries. Recently, Shari has been recognized as one of the:
• Top 10 Voices in Sales for LinkedIn
• Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."
• Top 50 Keynote Speakers
• 38 Most Influential Women in Sales
<https://www.linkedin.com/in/sharilevitin>

// 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

STRATEGIC PLANNING



Lemonjuice Capital Solutions
7041 Grand National Dr #230, 32819
Phone: 321-320-8830
Email: info@lemonjuice.biz
Website: <http://lemonjuice.biz/>
Specialty: Lemonjuice delivers strategic planning tools and the resources needed to execute those plans to Association Boards and Managers. Services include Strategic Analyses; Rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and business tools; Comprehensive resort management and accounting; Title and roster reconciliation; Sunset management; and Project restructuring and repositioning. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Give your owners options!

TECHNOLOGY



SPI Software
444 Brickell Avenue, #760;
Miami FL 33131
Ph: (305)858-9505 Fax: (305)858-2882
Email: info@spiinc.com
Website: www.spiinc.com
Contact: Alex Gata
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.

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 Custom Solutions Department
4125 Washington Rd. Evans, GA. 30809
Phone: 800-258-2227
Website: www.clubcar.com
Contact: Your Local Club Car Dealer
Specialty: Made-to-Order and Task-Specific Utility and Transport Vehicles
Club Car's Custom Solutions Department customizes vehicle configurations to tackle many hospitality and maintenance applications: refuse removal, bell service, room service, facilities maintenance, grounds keeping and more. Stylish and versatile, these cars have the same warranty as standard vehicle offerings in their class and are ideal to reduce fleet size and replace full-size trucks. To find your local Club Car Dealer visit www.clubcar.com/dealer.

“ 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

TRAVEL CLUBS



Global Connections, Inc.
5360 College Blvd, Suite 200
Overland Park, KS 66211
Phone 1: 561-212-5359
Email: MGring@exploregci.com
Website: www.exploregci.com/
Contact: Melanie J. Gring
Specialty: Established leader in the vacation industry offering its premier travel club, Global Discovery Vacations, through a sales distributorship channel; component-based travel and leisure benefits; exit and affinity programs. GCI is the developer of resorts in California, Colorado, Florida, and Tennessee; owns/leases multiple resort condominiums throughout the U.S., Canada, Mexico and Caribbean. From having your own travel club sales distributorship to strengthening loyalty with your members and employees, GCI has the solution you need.

“ 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.

TRAVEL CLUBS



OTC Owners Travel Club
Phone: 844-724-6000
Website: ownerstravelclub.com/v6
Specialty: Owners Travel Club, your gateway to travel savings. With Owners Travel Club you are entitled to travel benefits with more options, more opportunities, and more ways for owners to save with our best price guarantee and Owner Dollars.
If your resort is enrolled in OTC, your membership is already live, just enter your user name and password and you're ready to experience the savings.
If you would like to join, but haven't received an offer from your resort, no problem, please fill out the registration form below for your complimentary membership.

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

Gregory Crist
CEO, National Timeshare Owners

TRAVEL INCENTIVES



INCENTIVATIONS
1917 E. Broward Blvd. Fort Lauderdale, FL, 33301
Phone: 800-790-8520
Email: bsmith@incentivations.com
Website: www.incentivations.com
Specialty: We specialize in customized travel incentives for organizations of all types, with an emphasis on hotel and resort condo lodging awards. Our products are tailored to fit your target market, your goals, and your budget. Online fulfillment with toll-free customer service is included. Our ION Travel Booking Engines can be deployed on your website, delivering members-only travel discounts and powerful benefits for owners, and a revenue stream for you.



True Incentive
2881 E Oakland Park Blvd, Suite 205, Fort Lauderdale, FL , 33306
Phone: 800-684-9419
Email: salesinfo@true-incentive.com
Website: true-incentive.com
Specialty: True Incentive, known for its incentive product innovation and quality service, offers a dynamic online catalog of its products such as land vacations, airfare, and cruises designed to impact a company's marketing and sales objectives. As for us how we can help you determine the right marketing incentives to meet your goals.

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