

Resort Trades

Every Resort; Every Month

Timeshare Management Companies
Share Labor Shortage Solutions, Part I

pg 6



STAFF
SHORTAGE
!!!

REALIZE YOUR POTENTIAL



Winners Circle Resort | Solana Beach, California

“ An invaluable resource for many years now, VRI helps us navigate the many complicated nuances of managing a resort. As a result of VRI’s financial guidance and advice, we were recently able to complete over \$6 million in renovations with spectacular results and no special assessments. ”

L. Manley, Board Treasurer

Call us today and take advantage of our expertise!

Resort Management ♦ Financial Services ♦ Rentals ♦ Reservation Services ♦ Risk Management ♦ And Much More

Contact
863.287.2501
Jan.Samson@VRIresorts.com

vri
americas
Perfecting the
Art of Hospitality

Delivering results since 1981
Jan Samson, Sr. VP Corporate &
Business Development

Find more information about our services by visiting: www.VRIresorts.com

Delivered to your door. Wherever that door is.

Give your guests, owners, or employees one more thing to love by providing them access to our convenient online grocery shopping solutions.

Learn more by contacting us at publix.com/businessdelivery.



Prices vary from in-store. Fees, tips & taxes may apply. Subject to terms & availability.

Contents January 2022

- 6 **Timeshare Management Companies Share Labor Shortage Solutions, Part I**
- 10 **The Importance Of A Strong Secondary Market**
- 12 **Hilton Grand Vacations Completes Phase II Construction, Appoints GMs to Hawaii Island Resorts**
- 16 **The Great Resignation... the 2022 Labor Shortage**
- 18 **Top New Year's Resolution for 2022: A Good Nights Rest!!!**
- 20 **Labor Shortage and Resort Software**
- 22 **The Paradigm Shift from Traditional to Virtual Selling**
- 26 **Business Directory**

For advertising information
call 931-484-8819 or
email adrep@thetradess.com.

CEO/Founding Publisher James Wilson

Publisher Sharon Scott Wilson
SharonINK@thetradess.com

Sales Marla Carroll
Marla@thetradess.com

Interim Design Director Tiffany Lewis

Art Director Carrie Vandever
Carrie@thetradess.com

Contributing Writers

Marge Lennon | Mike Kennedy | Margit Whitlock
Brenna Johnson | Shari Levitin

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© 2022 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



We welcome all contributions (submit to sharon@thetradess.com), we assume no responsibility for unsolicited material. No portion of this publication can be reproduced in whole or in part without prior permission.

Visit our YouTube Channel to stay connected with the Resort Industry.

[YouTube.com/ResortTrades](https://www.youtube.com/ResortTrades)



Published by Wilson Publications, LLC.

PO Box 1364, Crossville, TN 38557

Advertisers

- Capital Vacations
www.capitalvacations.com32
- Dogipot
www.dogipot.com5
- Fairshare Solutions, LLC
www.Fairshare.Solutions..... 13
- Grand Pacific Resorts Management
www.gprmgmt.com..... 13
- Hammerhead Patented Performance
www.hammerheadvac.com 11
- Hospitality Resources & Design
www.hrdorlando.com..... 17
- Kay Park Recreation Corp.
www.kaypark.com9
- Koala
www.go-koala.com9
- Leavitt Recreation & Hospitality Ins
www.lrhinsurance.com 17
- Lemonjuice Captial Solutions
www.lemonjuice.biz..... 15
- Meridian Financial Services, Inc
www.merid.com.....21
- Publix Omnichannel
www.publix.com3
- Resort Data Processing, Inc.
www.resortdata.com.....23
- Spectrum Aquatics
www.spectrumproducts.com 17
- SPI Software
www.spiinc.com..... 13
- Steri-Fab
www.sterifab.com5
- TOWB
www.tomb.life 7
- Towel Tracker
www.toweltracker.com9
- Trading Places International
www.tradingplaces.com2
- True Incentiv.....
www.true-incentive.com5
- Vacatia Partner Services
www.vacatiaparnerservices.com.. 19
- Viewpoint / Panorama
www.viewpointweb.com31

Everything Old
is New Again

Decades of
experience
to support
your
success.

true
INCENTIVE

True Incentive makes vacationing better with a little extra spending money. Ask about our newest incentives to use as stand alone products or along with one of our scores of incentive certificates.

- TrueCash \$250,000 Challenge Sweepstakes
- Privileges Savings Cards by American Express® Travel

Our incentives are uniquely designed to stimulate customer motivation, lead generation and action.

Our expert team is ready to help you choose the best solutions for your marketing plan.

Contact us now for consultation and pricing.

1-800-684-9419 • salesinfo@true-incentive.com

2455 SUNRISE BLVD. SUITE 200 | FORT LAUDERDALE, FL 33304

NEW UPDATED CLAIMS

ALL LIFE STAGES OF BEDBUGS

SCORPIONS

FLIES

MOSQUITOES

STERIFAB®

MUCH MORE THAN A DISINFECTANT

800 359-4913 • STERIFAB.COM



Inspiring Responsible Dog Ownership Since 1994

The DOGIPOT® line of products combines unparalleled convenience and superior durability to help you do the job you love better and ensure the perfect park experience whether on two legs or four.



Junior Bag Dispenser
#1002-2



Poly Junior Bag Dispenser
#1007-2



Header Pak Dispenser
#1002HP-4



Roll Bag
#1402



Trash Liner Box
#1404



Header Pak
#1402HP

DOGIPOT.com 800.364.7681 DOGIPARK.com
The Most Trusted & Superior Quality For Over 25 Years

Timeshare Management Companies Share Labor Shortage Solutions, Part I

How some timeshare companies are overcoming the challenge of recruiting and retaining staff while fostering positive morale

This will be the first in a two-part series focused on finding solutions for timeshare companies experiencing labor shortages.

By Marge Lennon



In today's post-pandemic economy, the hospitality sector must take on its biggest challenge yet — revolutionizing how business is done in a centuries-old industry. The hospitality properties have been battling a labor shortage for years, made worse by a global pandemic. After pent-up demand for vacations, many resorts are at near-maximum occupancy, while staffing may be at 50% with workers expected to provide exceptional customer service in spite of long hours and low pay. Finding and keeping staff is proving to be this year's monstrous challenge. This is clearly the industry's most pressing issue and has become a major problem for some vacation ownership resorts.

According to a recent survey by Bloomberg News, more than half of U.S. hospitality workers would not go back to their old jobs and over a third wouldn't even consider reentering the industry. They want a different work setting (52%), higher pay (45%), better benefits (29%), more schedule flexibility (19%), and remote work opportunities (16%).

Suggested Solutions. Hospitality workers at timeshare resorts have always played an important role in contributing to the guests' enjoyable experience. So how does it tackle the daunting challenge of labor shortage? We asked these senior timeshare professionals to share their thoughts on this most pressing problem.

• **Scott Schreiber Chief Administrative Officer from MasterCorp (suppliers of hospitality housekeepers)**

• **Scott MacGregor, COO LemonJuice Capital Solutions**

• **Ann Donahue, Senior VP of Raintree Resorts International (primarily in Mexico)**

• **Travis Bary, COO of Capital Vacations**

• **Ada Soriano-Grzywna, Senior VP of Resort Operations for Bluegreen Vacations**

Q: How has the labor shortage impacted your company?



Master Corps. Our business is almost completely labor based, and it has certainly been challenging for the past 15 months. We have stretched our teams to cover for open positions, but it has been taxing on them as well as supervisors and managers. Everyone has had to pitch in to ensure people across the country are able to go on vacation and enjoy a clean villa/unit. We are proud that for the most part we have been able to meet the demands of all our clients.



LemonJuice. Although the labor challenges unfolded as quickly as the pandemic, we were able to adapt quickly and worked to turn it into an opportunity. We worked with our resort boards to prepare them for the impacts on their budgets and adopted the strategy of becoming the best employer in the communities in which we work by offering the highest hourly wage and a substantial benefits package to all resort employees. Lemonjuice contributed to the benefits costs to ease the financial burden on the resorts. As a result, we were able to retain and attract talented people. It's actually very rewarding to see these hard-working people make a good wage and be able to provide security for their families.



Raintree Resorts. It has presented major challenges for maintaining service levels and requires longer working hours for existing staff to cover short-staffed areas. Now, we must manage our resort occupancy to match the level of existing staff.



Capital Vacations. The change in applicant flow and available prospective employees forced us to adapt. We worked collaboratively with teams in the field and while we absolutely saw roles that went unfilled, we are lucky to have very engaged team members that pulled together and found ways to deliver on our service promise for our owners and guests.



Bluegreen. The current labor shortage has impacted speed of service and cost, but it also brought about a great deal of collaboration among cross-functional teams as well as innovation. At Bluegreen, we have looked at this issue from all angles. We have been addressing labor shortages with a package of solutions that includes process improvement, finessing standards and increasing wages. To attract and retain associates, we have not only addressed compensation but also leverage our associate centric culture by understanding and accommodating their personal family challenges and needs to every extent possible.

Q: What positions are most threatened?

LemonJuice. All levels of the resort teams were impacted but certainly the positions that turn over the most – housekeeping, front desk, and maintenance – were hardest to keep filled. We didn't stop operating, and everyone pitched in to keep the properties safe and clean.

Continued on page 8



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.

WHO ARE YOU TALKING TO?

WE ARE:

- Licensed broker in 34 states
- 40+ years of personal high-level management experience
- PhD International Management
- Teaching Professor Bucharest Romania (MBA program)
- Licensed Sales/marketing company since 2007
- Currently selling in 5 states
- Family owned and operated right here in the USA
- Sold over 5,000 HOA and owner (resale) weeks
- Repurpose experience spanning 6 resorts and 168 units (no bankruptcies)
- Relationships with all major players
- Member of ARDA, LTRBA and CARE

We are here for you and available at no cost or obligation.
We would love to get to know you and help.

Continued from page 6

Raintree Resorts. Mainly line positions such as housekeeping, F&B staff, security, and specialized technicians from maintenance areas.

Capital Vacations. We saw the largest impact to our Housekeeping, Front Desk, and Call Center Teams.

Bluegreen. Hourly wage positions across the board, including housekeepers, engineers, and guest services have been greatly impacted.

Q: Have you increased wages or offered bonuses to attract new staff?

Master Corp. Yes, depending on the market, our wage rates have increased 12% to 30%. Our clients are tremendous partners and understand the impact the labor crisis has had on their resort teams – they have allowed us to bill them for a significant portion of the increased wages. We all want to be fully staffed and return to business as usual, while our clients continue to work with us as we all try to navigate these challenging times.

LemonJuice. We saw increases in both our wage and benefits costs. We communicated with the Boards and owners on the impacts to maintenance fees, and though higher costs aren't welcomed by anyone, most people were very understanding and supportive. The hot rental market of the past year has helped to soften the impact.

Raintree Resorts. Mainly line positions such as housekeeping, F&B staff, security, and specialized technicians from maintenance areas.

Capital Vacations. We facilitate regular compensation reviews by market to ensure our ability to attract and retain our valuable employees. These reviews have been especially beneficial as we're navigating the current market.

Bluegreen. We continue to examine our compensation strategy to ensure we remain competitive and able to attract top talent. We have increased wages and offered sign-on bonuses where warranted. We have also adjusted wages for existing associates, recognizing, and rewarding their tenure and past performance.

Finding and keeping staff is proving to be this year's monstrous challenge.



Q: Why do you think the resort industry represents a desirable career path?

LemonJuice. The timeshare industry and our unique strategic approach to resort management and reimagination provide many long-term career and professional development paths to people interested in hospitality, finance, and project management jobs.

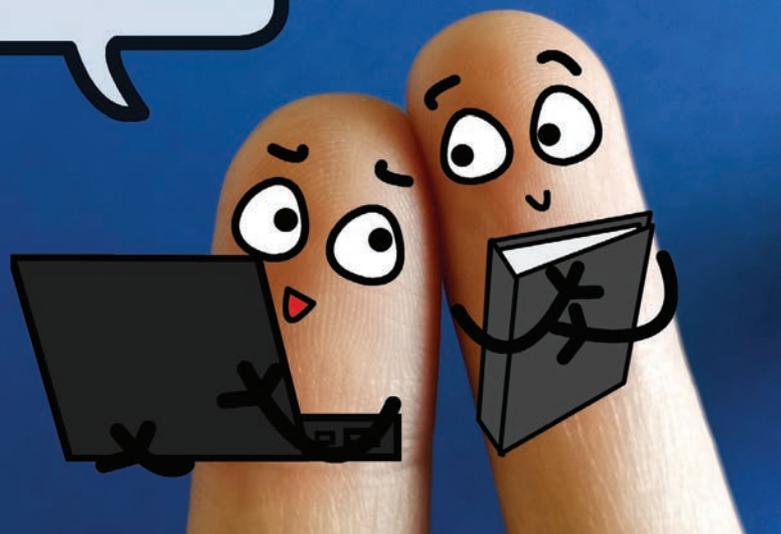
Raintree Resorts. There is nothing more rewarding for people who have a passion for the hospitality industry than knowing they can help create a place where people love to visit and can leave refreshed with great vacation memories. The fun and upbeat environment of a resort is a happy place to work.

Capital Vacations. I believe the resort industry is a wonderful career path, enabling employees to have a positive impact on the lives of those we serve. We ultimately set the stage that allows guests the ability to create some of the moments that matter in their lives.

Bluegreen. Over the years, the timeshare industry has remained resilient to changing economic conditions, bouncing back quickly when other sectors are severely impacted. For those with hospitality career aspirations, we represent tremendous job security and opportunity for growth.

A sincere thank you is extended to all the industry leaders who shared their thoughts and ideas on this most important industry issue.

How to Manage Staff Shortages?



Marge Lennon has been a publicist for the timeshare industry since forever. Contact her at Marge@LennonCommunications.com.



Kay Park Recreation

1-800-553-2476
www.kaypark.com

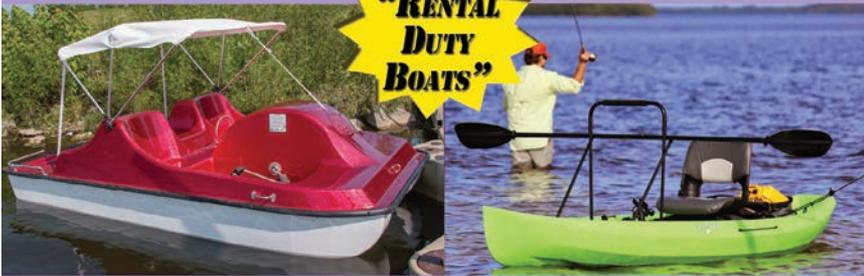


"MAKING PEOPLE PLACES-PEOPLE FRIENDLY SINCE 1954!"



"OUTDOOR PING PONG"

"RENTAL DUTY BOATS"



ENHANCE RESORT EXPERIENCES

Soiled Towels? NOBODY Wants to Touch Them!



THIS LOBBY IS NOW TOWEL TRACKER TIDY!

IT'S PROVEN: Towel Tracker Will Naturally Incentivize Your Guests to Tidy Up After Themselves!

Protect Your Guests & Staff

Contact Us Today

+1(616) 325-2060

www.toweltracker.com



Myth: No one will buy a timeshare when they can just rent one instead.

Fact: The next generation of potential owners wants total flexibility when it comes to their vacation future. Secure rental platforms like KOALA provide assurance that they can defray their annual fees if they're unable to use their timeshare.

KOALA[®]

Timeshare Rentals Made Easy

KOALA is timeshare's newest digital marketplace. We offer savvy owners the transparency, flexibility, and confidence they crave. Our mission:

- Introduce the next generation of owners to timeshare
- Provide a responsible exit alternative for existing owners
- Elevate consumer sentiment around the industry



staykoala.com | 1-833-562-5226 | hello@go-koala.com



The Importance Of A Strong Secondary Market

By Mike Kennedy

Two polarizing forces control the narrative in the timeshare industry today. Timeshare companies work hard to sell customers into the product, and then exit companies focus on getting them out of it (or, at least, promising to). The tension between the two causes perception issues that make sales (and mainstream acceptance) more challenging.

The perceived inability to divest from ownership entirely (or find relief from annual maintenance fees in a given year) create obstacles to selling new prospects, particularly among younger demographics. These tech-savvy generations can easily access data on timeshare resale or rental values that didn't exist even ten years ago. This reduces information asymmetry — which in turn can seriously inhibit developer sales. That's why I'm emphatic about the importance of a strong secondary timeshare market, and why I believe it will benefit the entire industry, from individual owners to developers and their sales teams.

As of late, exit companies have garnered much of the attention in the secondary market. The advertising they impose on our lives — on our Facebook feeds, YouTube videos, even between binge-watching episodes of Fargo on Hulu — is relentless. They're making a considerably larger mainstream impact than any other timeshare entity out there. If you ask the average person on the street about timeshare, chances are they'll mention a commercial from an exit company. And let's be real: Are exit companies really helping anyone? Fortunately, as the timeshare product continues to get better, there are some who are working hard to elevate the secondary market too

(as they say, a rising tide lifts all boats). But we need more and better options in the secondary market to improve the industry's perception issues.

Those issues persist despite the fact that the majority of owners love their timeshare. They're fun, provide consistency and access, and can stretch the vacation dollar. That's the experience of most owners I speak with, and it's my experience, too: I own Hilton Grand Vacations, I've used the heck out of it, and I think ownership is awesome. However, the exit industry is unlikely to embrace such a positive perspective. Their messaging is clear: a timeshare purchase is a bad decision made by a consumer who was misled and needs help getting out now. But that flies in the face of reality.

If you ask the average person on the street about timeshare, chances are they'll mention a commercial from an exit company.

That said, life sometimes changes, and there are plenty of reasons why people who love their timeshare still need good options on the secondary market. Maybe their kids grow up,

or they can't travel as frequently. Maybe they've upgraded their ownership but now have more points than they can use. Maybe they've inherited the timeshare from their parents and aren't in a position to use it (yet), so they see the financial responsibility as outweighing the benefits.

Whatever reason, these owners don't know about all the options out there. And that uncertainty actually creates fertile ground for actors with less than good intentions.

I'm glad to see that timeshare companies have stepped up their game by providing resources to exit safely and responsibly. Many developers are now even willing to take a timeshare back for free. That can absolutely help a lot of people. But for a family who has an investment of \$50,000 or even \$100,000 (not uncommon), an open loan, or kids in their 20's who aren't interested in owning (yet), it's not a reasonable solution at all.

As timeshare advocates, we all should continue to evolve the conversation about what the future of the industry will look like — and our role in improving the experiences of timeshare owners through their entire journey.

Mike Kennedy is co-founder and CEO of KOALA (Go-KOALA.com), which provides timeshare owners with a peer-to-peer rental platform.

If your world has one of these.



You need one of these.

Use the industry standard. For 20 years, Hammer-Head pool cleaners have been the #1 choice of waterpark, club, resort, military, and facility managers from Key West to Okinawa.

Perfectly suited for quick and easy spot cleaning or major storm cleanup, our manual vacuums are also ideal for lazy rivers. There are no valves to set, no pumps to prime, and no dangerous power cords. Start cleaning instantly and put an end to the usual runaround.

Hammer-Head cleaning units are completely self contained and portable, so you can vacuum even when electrical and water service are unavailable.



THE RESORT-30™

BEST OF
AQUATICS
SUPPLIER 2017

The powerful 12 volt Hammer-Head pool cleaning machine will reduce your cleaning session by 50% or more. Sand, leaves, sticks, and even coins are quickly pulled into our high-capacity reusable debris bag, saving you time and effort, and saving the pool's filtration system from unnecessary strain.

Big jobs or small, the Hammer-Head can handle it all — faster!

Ask your pool equipment supplier about Hammer-Head Resort-30 cleaners or visit us at hammerheadvac.com to find the dealer that's best for you.



Proudly made in the USA since 1997.

561-451-1112

Hilton Grand Vacations Completes Phase II Construction, Appoints GMs to Hawaii Island Resorts

Vacation ownership company promotes two leaders at Ocean Tower & Kings' Land properties



Hilton Grand Vacations Inc. (NYSE:HGV) ("HGV" or the "Company") announced they have completed major construction and renovation projects and appointed two new general managers at its resorts on Hawaii Island.

Construction of Phase II at Ocean Tower by Hilton Grand Vacations has been completed, adding 90 more converted timeshare units to the oceanside resort for a new total of 162 studios, one-, two- and three-bedroom options – most with breathtaking views of the Pacific Ocean and neighboring Beach Golf Course. Upon full completion, this multiphase project will encompass approximately 350 units, with continued renovations providing an enhanced guest experience both within the comfort of the units and in exterior entry ways, common areas and lanais.

Renovations were recently completed on the first phase of Kings' Land by Hilton Grand Vacations, one of four HGV properties within the Waikoloa Beach Resort. Highlights of the

refurbishments include all new furniture and kitchen appliances along with a new color palette, flooring, lighted bathroom mirrors, a new dining area chandelier, window treatments and state of the art electronics.

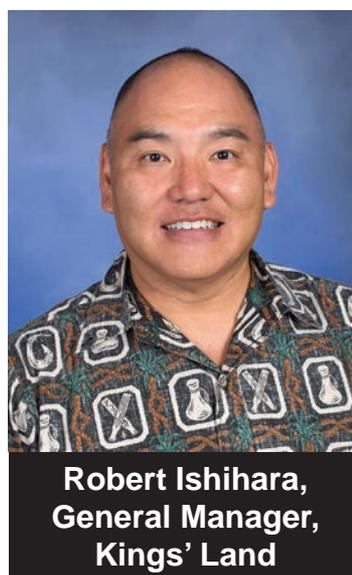
Prime property

"Both Ocean Tower and Kings' Land are leading destinations for guests from around the world, and the updates we are making further the value that we are able to offer to owners and guests," said Rob Gunthner, area vice president, resort operations. "The continued expansion and improvements to these resorts reflect our long-term commitment to Hawaii, and to providing a lifetime of vacations memories for our owners

as well as first class resorts supported by our incredible team members who are the true foundation to our overall success."

HGV has also promoted two of its team members to general manager positions at both resorts. Robert Ishihara has been promoted to general manager at Kings' Land, a role in which he will also oversee nearby resorts Kohala Suites and The Bay Club. During Ishihara's previous tenure as general manager of Hokulani Waikiki by Hilton Grand Vacations, the resort received numerous accolades including Outrigger's Hospitality Award (2018), Hawaii Green Business Recognition (2018, 2020) and HGV's coveted Connie Award (2017).

Wilbert W.S. Lee Jr. has been promoted to general



**Robert Ishihara,
General Manager,
Kings' Land**

Charged-Off Receivables?

You need...

Compassionate Collections



Fairshare collects your receivables effectively and with compassion. Our collection toolbox is filled with incentives and winning solutions to re-engage your resort members.

We Recover Lost Customers

We get your money back and we get your members back, ensuring future years' loan and maintenance payments!



Experience Matters!

Staff averages 12 years in the VOI industry.



FAIRSHARE SOLUTIONS
CustomerCare@Fairshare.Solutions
570.252.4044



Join the leader in hospitality management where teams of enthusiastic associates are creating experiences worth sharing every day! What does your BE EPIC work-life look like? From the picturesque coastline of the California to the sun-drenched beaches of Kauai, we want you to be part of our team!

BENEFITS WITH GRAND PACIFIC RESORTS INCLUDE:

- Leadership Development Programs
- Tuition Reimbursement
- Vacation Perks
- BE EPIC Culture: Balance, Empowerment, Enthusiasm, Passion, Integrity, Consistency

NEWEST ADDITIONS TO OUR RESORT FAMILY:

- Circle J Club
- Vista Mirage Resort
- Cedar Glen Lodge

JOIN OUR TEAM

Visit [Careers.GrandPacificResorts.com](https://careers.grandpacificresorts.com)



GRAND PACIFIC RESORTS®

OUR MISSION IS TO MAKE THE COMPLEX SIMPLE

SPI

software®

Providing Fully Integrated Sales, Marketing, Finance and Property Management Software. Serving the Vacation Ownership Industry since 1978.

CONTACT SPI TODAY TO LEARN HOW WE CAN HELP

WWW.SPISOFTWARE.COM

INFO@SPISOFTWARE.COM

PHONE: 1-305-858-9505





**Wilbert Lee,
General Manager,
Kings' Land**

manager at Ocean Tower. Lee joined HGV in 2008 as resort manager at Kings' Land and has been involved in the Ocean Tower project since the opening of the resort's first phase in October 2018. Lee oversaw pre-opening requirements, built the team to manage the resort's day-to-day operations, and developed strong relationships with the team at Hilton Waikoloa Village to ensure a seamless experience for owners and guests.

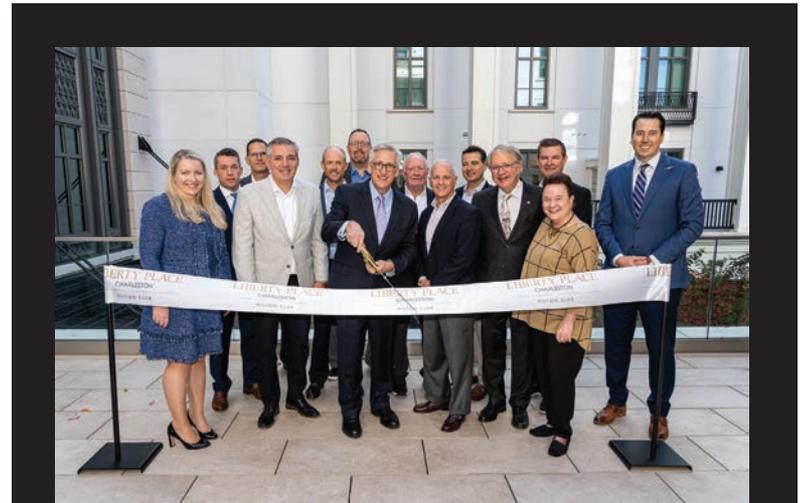
Under Ishihara and Lee's leadership, the resorts have hosted two recent CSR events that support the Hawaii community. Thanks to participation from over 350 HGV team members, more than

\$15,000 was raised for the 2021 Annual HLTA Charity Walk to benefit noteworthy non-profit organizations. Team members also continue to participate in efforts such as highway clean-ups, most recently in partnership with Waikoloa Land Company, maintaining a portion of the highway fronting the Waikoloa Beach Resort.

Prime leadership

"HGV is very proud to have both Robert and Wilbert at the helm of two of Hawaii's leading resorts," said Rob Gunthner. "Both of these general managers bring more than 25 years of knowledge and experience in Hawaii's hospitality industry, making them valuable leaders that understand the importance of malama [stewardship] as we grow in Hawaii."

Currently, HGV's Waikoloa resorts are seeking to fill additional roles in their operations, sales and marketing departments. HGV has been recognized numerous times as a top employer and community supporter and invites interested applicants to explore available positions at <https://careers.hgv.com>.



In June 2021 Hilton Grand Vacations announced the creation of a new resort in Charleston, South Carolina. (Visit <https://resorttrades.com/hilton-grand-vacations-opens-charleston-resort/> for the full announcement.)

Pictured above, Charleston Mayor John J. Tecklenburg, Hilton Grand Vacations (HGV) executives and company leaders attended a ribbon-cutting event held on Friday, November 12, 2021, to mark the grand opening of Liberty Place Charleston by Hilton Club. Celebrating the best of classic and contemporary, this elegant 100-unit resort is Hilton Grand Vacations' first property in historic Charleston, fifth overall property in South Carolina.



LEMONJUICE PROVIDES CAPITAL AND SOLUTIONS TO LEGACY TIMESHARE RESORTS

If you are concerned about a **shrinking owner base** and **the financial future of your resort**

WE CAN HELP!

EARN MORE AND STRESS LESS!

We provide a personal and strategic approach.
YOUR RESORT IS UNIQUE AND WE'LL TREAT YOU THAT WAY!



Rental Solutions
and
Marketing



Owner Management
and
Engagement



Sunset
Planning



Technology/
Software
Optimization



Right-sizing
Restructuring
Repurposing

Your Resort has Value! Let us show you how!



Scott MacGregor, COO

“ If it weren't for you, we would have had to give our unit away for nothing.

ART SZMURIGA

Former President Cedar Village HOA Board

“ Working with Lemonjuice Capital has been a win-win opportunity for our resort.

RODNEY AND SUSAN OAK

Owner Waves – Ocean City, Md

Contact us for a **free Strategy Session!** You have options.

The Great Resignation... the 2022 Labor Shortage

How one resort company managed to keep ... and in some cases grow ... its on-site team.

By Marge Lennon



Nigel Lobo, COO of Grand Pacific Resorts

Timeshare companies are facing an ever-increasing labor shortage as millions of U.S. employees have not returned to their pre-pandemic positions. Former associates are being pursued by other prospective employers and lured with offers of higher wages. Find out what steps Grand Pacific Resorts has taken to hire and retain employees through these unusual times.

Nigel Lobo, COO of Grand Pacific Resorts in California, had the visionary skills to foresee labor issues arising from the pandemic. "Today, we are living through what is being called the 'Great Resignation' period, with over 11.4 million line-level employees in all industries leaving or not returning to their pre-pandemic jobs, adding a huge strain on the workforce," he says. His assignment: Take extra care of our associates – especially during the pandemic lockdown – and get them back to work as soon as practicable.

"As we went into the pandemic and began to shut down our resorts, putting several hundred of our resort staff on leaves of absence, we knew how we treated them then would have a major impact on what happened after we reopened. Our goal was to keep the entire team intact," adds Nigel. (This was long before the current paralyzing labor shortage challenges was on anyone's mind.)

Warm hearted Outreach. Grand Pacific retained their People and Culture team to help housekeepers and line level staff complete the complex government unemployment online application forms with a call campaign outreach to each of the affected associates. They also realized that the biggest challenge would be the gap in time from when they completed the unemployment application forms and their unemployment checks. To help these associates

put food on their tables, they distributed electronic gift cards for grocery stores after helping them complete their unemployment application. Throughout the program, they remained in touch, asking if they were still struggling. If they said yes, another gift card was sent.

“...We knew how we treated them then [as the resort shut down during the pandemic] would have a major impact on what happened after we reopened.”

Over 90% of Staff Returned. "This program was so effective that when we reopened a couple of months later, over 90% of our staff returned," said Nigel. "A few moved out of state or to a different industry. It was heartwarming to have many associates who could technically have made more money staying at home with their stimulus checks, yet chose to return to work for us."

When the vacation ownership industry finally reopened, every hospitality property was looking for line level staff, especially room attendants. At the time, Grand Pacific was in the middle of the summer season and needed to hire additional labor. They accomplished this by:

- reviewing existing staff salaries to ensure they were competitively compensated

- increasing the hiring wage primarily for room attendants and performing equity adjustments for tenured associates

- focusing on retention with meaningful incentives and perks as well as treating them as valued members of the Grand Pacific family

Enhanced Benefit Room Attendant Package.

Nigel and his team created a benefit package for room attendants by offering complimentary weekend meals at work, beverages, and snacks during their shift, plus a brand-new pair of comfortable work shoes from Shoes for Crews. They also provided incentives for cleaning extra rooms that helped with the workload. These enhanced benefits were really appreciated by the team and further cemented their loyalty to the company.

Career Paths Envisioned. "As we now focus on retention," says Nigel, "our new hire strategy focuses on their roadmap to the future to encourage them to become excited about a potential career path versus just the job being filled. We talk about the real possibility of promotions from within and share specific examples. We believe it is important to develop learning paths as we bring on employees from all resort departments, sharing our vision for their potential growth and enriching their lives. Retention slows down the hiring process and helps keep our workforce healthy and happy."

Continues Nigel, "As part of our new Housekeeping Enrichment Program (HEP) for room attendants, employees learn spoken English, computer skills as well as financial skills. HEP helps nourish their personal growth along with their career progression!"

Grand Pacific partners with a local community college for its Leadership Enrichment Program (LEP). Grand Pacific also has their very own General Manager Be Epic Trailblazer Program, to develop future General Managers within the company. They already have four graduates that have been promoted to take on a general manager position at the resorts they manage. Describing these potential career paths to incoming employees helps not only with recruitment but adds to retention of existing timeshare professionals, encouraging them to envision their pathway to the future.

Nigel is fond of quoting inspirational speaker Jim Rohn, "If you work hard on your job, you can make a living, but if you work hard on yourself, you'll make a fortune." Grand Pacific Resorts clearly applies this philosophy as it successfully hires, trains and more importantly retains its associates.



Marge Lennon has been a publicist for the timeshare industry since forever. Contact her at Marge@LennonCommunications.com

3,500+ campground owners can't be wrong.
Outdoor recreation insurance is our specialty.
See how we're different.

1-800-525-2060
lrhi@leavitt.com
942 14th Street
Sturgis, SD 57785
CA License #0779074
LRHI.net

Leavitt Recreation & Hospitality Insurance
A Leavitt Group Insurance Agency

GET A QUOTE

Create a *Vision* ...and bring it to Life.

We bring **Visions to Life** through our digital rendering process. Hospitality Resources & Design is committed to providing outstanding customer service while delivering extraordinary design.

- Interior Design • Kitchen & Bath Design
- LEED AP • Purchasing • Warehousing
- Project Management • Installation

Contact us for a complimentary on-site visit and start planning your Vision today!
Call: 877-574-9060
www.hrdorlando.com
919-A Outer Road • Orlando, FL 32814

hospitality resources & design

Massanutten Resort Condo

SPECTRUM
Aquatics
A PLAYCORE Company

800-791-8056
info@spectrumproducts.com
www.spectrumproducts.com

AQUATIC ADVENTURE ZONE™

Top New Year's Resolution for 2022: A Good Nights Rest!!!

By Margit Whitlock

It's that time of year again, when we take stock of what really matters to us, and we resolve to act on resetting our priorities. This is a great time to look at the essentials at your Resort and develop a strategy to make them better. At a recent BITAC show, I was introduced to the newest technologies in the hospitality industry. I'm sharing with you, my top design pick and the newest hot hospitality product that meets our most basic needs and is quite affordable considering the technology invested. Provide excellent vacations this year by making the resolution to do everything you can to help owners **Sleep Better!**

Provide a healthy night's rest for your timeshare resort's guest

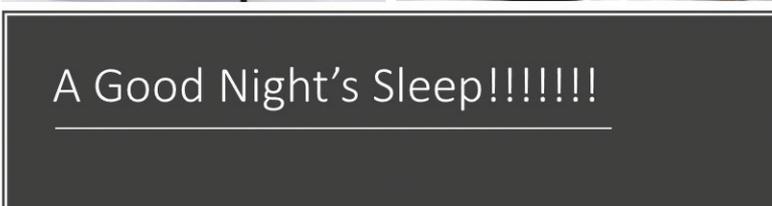
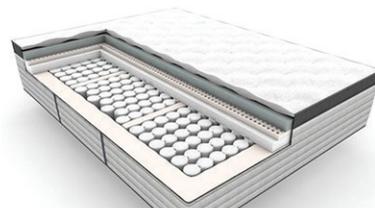
Sleep is a cornerstone of overall health and wellbeing. Slumber is when most of the repair work is done in our bodies, when our brain recharges and organizes. It is responsible for mood regulation and strengthening the immune system. Among the tips experts recommend for better sleep, here are two your Resort can support:

1. Keep the bedroom cool, quiet, and dark
2. Invest in a comfortable mattress, pillow, and bedding system

Keep it Cool: Make sure your resort management team has the HVAC systems on their radar for regular maintenance and repair. Then, keep reading to learn about the latest mattress technologies that assist with keeping the sleeper cool.

Keep it Quiet: Examine your corridors, particularly if units are accessed from a common corridor. This is where you want to focus on acoustic qualities by putting to use finishes and design features that help deaden sound, instead of traveling down the hall disturbing those in dreamland.

Keep it Dark: When it comes to window coverings, the best you can offer your owners is black-out shades or drapery. If you already have a window covering you love, but it does not provide black-out coverage, there is typically a way to modify what you already have in place by adding a roller shade tight to the window.



Keep it Comfortable: There is more to think about when selecting a mattress for your owners than “plush vs. firm”, and even this feature has a lot of variation. Mattress technology has evolved to also aid in regulating body temperature, reduce snoring as well as providing individual support.

Provide excellent vacations this year by making the resolution to do everything you can to help owners Sleep Better!

Mattress construction can make a big difference. The Innerspring mattress provides solid, long-lasting support, and helps body heat spread and dissipate because of the air between the springs. Memory Foam mattresses have the benefit of adaptation to the temperature, shape, and weight of the sleeper, providing a custom support, sleeper, by sleeper. The Hybrid mattress combines the construction and strengths of both types into one bed with multiple layers. The decision can be overwhelming. I recommend working with a designer to help narrow in on what is best for your owners.

Advanced technology

What impressed me at the BITAC show was the newest offerings of adjustable bases that can enhance and improve the sleep of your timeshare owners and guests. Adjustable bases not only allow a personalized ergonomic sleeping position, but they also provide motor functions such as “Zero Gravity,” “Massage Function,” and “Anti-Snoring” Yet another way to Keep it Quiet! And Sleep Better!

Once you have done the homework of selecting the components of your mattress; quilt, comfort layers, support structure, edge support, and specialized base – you can create your own custom perfect mattress with Ortho Mattress. (edmund@orthomattress.com) Not only will they provide you a custom label as well, but your resort can resell the sleep systems to owners who can then sleep like they are on vacation every night!

Margit Whitlock is Principal and Creative Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA based Architectural and Interior Design Firm specializing in hospitality design. Ms. Whitlock is an accomplished speaker, appearing at multiple ARDA conventions and HD Boutique show. She is frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review, and Resort Management and Operations.





Vacatia Partner Services

Legacy Resorts face big challenges. We are here to help.

Our customer-centric technologies help Property Management Companies and HOAs drive owner engagement, attract new members and finance property renovations.

VacatiaPlus and OwnerPlus

Thrill owners and attract new guests with flexible, high value travel subscriptions

Guaranteed Rental Growth

Commission-free until we beat your results

Resales Reimagined

No risk, no upfront fee solution owners can trust

Breakthrough Renovation Financing

The first of its kind lending platform for legacy resorts

Vacatia Property Management

Owner-first focus with proven results

vacatiapartnerservices.com



Join Us & Get Connected

Greg Eure, RRP

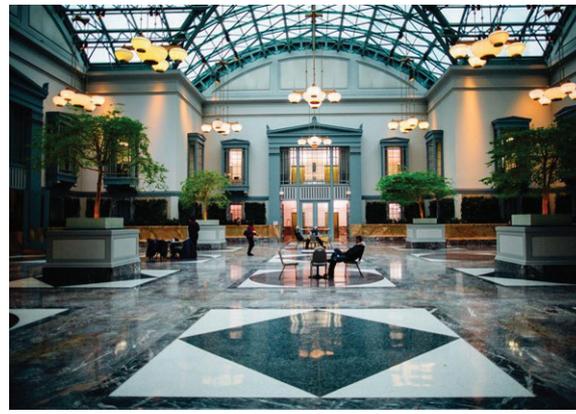
Head of Vacatia
Partner Services

(720) 335-8983
greg@vacatia.com

Michelle DuChamp

Head of Membership
Products and Partnerships

(305) 903-9399
michelle@vacatia.com



Labor Shortage and Resort Software

By Brenna Johnson

As borders and businesses reopen, one thing is becoming increasingly apparent - the hospitality industry has been dealt a massive blow. Not only has the industry had to deal with the loss of income throughout the pandemic but the lack of experienced staff willing to return to the industry.

With customers suffering from cabin fever after being through lockdown after lockdown, there is a surge of tourists rushing to escape the environment they have been forcibly stuck in for months. This trend has exposed an increasingly evident issue the hospitality industry is facing.

If you have traveled recently, you may have experienced long wait times for checking in, understaffed restaurants, or hotel staff that appear untrained or lacking experience. The impact of the pandemic is more noticeable in the hospitality industry than most others and the challenges the industry is facing mean a need for reinvention through the use of technology.

Key Factors Influencing the Labor Shortage

One may expect that with restrictions being lifted that a massive number of individuals who lost their jobs during the pandemic would be ready to head back to work and build a career in the industry they once loved. It appears that the exact opposite is occurring and here's why:

Loyalty: Employees who once felt they were vital to the day-to-day operation of the hotel, resort, or restaurant found themselves being released from duties without a second thought from management. They now feel they were nothing but a number, and the lack of loyalty from the workplace they gave years to means they are not going back.

Work Settings: If you have ever been in the hospitality industry, you know how physically demanding roles can be. Usually, you're required to be on your feet for hours on end, all while keeping a smile on your face. A recent poll suggests that up to 52% of hospitality employees would not return to that same work setting.

Compensation: Many hospitality employees work long hours, including pulling double shifts and in many cases covering more than one role. The consensus is that when one considers the amount of work they put in, the compensation they get out is not worth it. This

is why half of the industry's professionals are now looking elsewhere for alternative career opportunities.

How Technology is Helping Address the Labor Shortage in the Hospitality Industry

The impact of the pandemic is more noticeable in the hospitality industry than most others and the challenges the industry is facing mean a need for reinvention through the use of technology.

With the pandemic still impacting the population, the hospitality industry sees a constantly changing and highly unpredictable flow of customers. Resorts worldwide are realizing that it's important to turn to technology to provide a sustainable and cost-effective solution to address the labor shortages regardless of how busy they get.

Implementation of software for front office with advanced features, contactless concierge services, and cloud-based options for wages, human resources, and training staff means that business owners can address shortages while reducing the impact on customer experience. This technology also means a drastic drop in operational expenses allowing for a faster recovery of the business.

Effortless for You and Your Guests

Software solutions like contactless check-in and check-out offer a streamlined experience for customers that offsets the negative experience they could have when waiting over an hour to check-in with a human. This also means business owners only need available staff to address concerns raised by customers, reducing the staffing requirements and cutting costs at the same time.

Approximately 75% of hospitality business owners are turning to automation as a way

to quickly and effectively address customer needs, counter labor shortages and also allow their business to recover post-pandemic.

Automate and Integrate

Whether you implement technology and staff or customer management, it is essential to consider software that allows integration. Automation is great, but using multiple platforms across different facets of your business can create even more work than the old way of doing things.

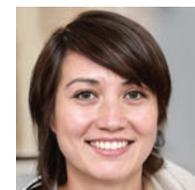
Ensuring you have platforms that can seamlessly integrate means that you can manage your entire business from a single dashboard. Managing both staff and customers at the click of a button versus manually collating and consolidating data into reports means less headache and less chance of errors.

Conclusion

The labor shortage within the hospitality industry need not be the nail in the coffin for businesses; a multitude of software solutions make operating your resort easier to manage than ever before and allow you to compensate your existing staff at a more competitive rate.

Failing to implement or experiment with software solutions like remote check-in or trial HR software can be a fatal mistake by business owners. It is unlikely they will ever attract their once loyal, experienced staff back to the industry.

Implementing automation through software also means your guests have a faster and less flawed experience with the reduced chances of human error impacting their vacation. The ability to compensate your employees better also means less attrition; all things considered, technology is a must-have.



Brenna Johnson is an HR professional based in New York, with a passion for technology and modernizing our industry. I help shape selectsoftwarereviews.com as senior editor, providing expert advice on the best HR and recruiting software.



YOUR
RECEIVABLES
RECOVERY
EXPERTS



Meridian Financial Services is a sophisticated third-party collection agency able to service whole and partial portfolios.

Services include:

- Full-Service Collection Agency for Domestic and International Clients
- No-Cost-to-Client Recovery Program
- Customized Industry Collection Strategies
- Credit Reporting
- Skiptracing
- Online Services
- Credit & Collection Consulting

Meridian is a veteran of the vacation ownership industry. We understand the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision.



To learn, at no cost, how Meridian can work for you, please contact:

Greg Sheperd, president, at 866.294.7120, extension 6705; GSheperd@merid.com

Zaida Smith, vice president, international sales, at 866.294.7120, extension 6747; ZSmith@merid.com

Tony Genth...In Memoriam

By Sharon Scott Wilson, RRP

One-time ARDA (ARRDA at the time) Chairman Tony Genth was a well-respected, positive influence on the resort industry, to which he was devoted. In his December 8, 2020 article contributed exclusively to Resort Trades (<https://resorttrades.com/commentary-tony-genth>), he held to the belief that timeshare-done-right provides a worthwhile purpose.

He was optimistic about the industry and despite the pandemic – or maybe even because of it – he was willing to invest his attention and time to vacation ownership development. “My view of the future is a positive one because the reasons for the timeshare product as a means to enjoy safe, secure, quality guaranteed, vacation experiences will always endure,” he wrote.

Tony Genth was the founder of The Orion Alliance, based in Los Angeles. At the time when writing the Resort Trades article, he was

working with Quintess, one of the original exclusive destination clubs. His incredibly diverse expertise included the development of points-based membership programs, as well as vacation and travel clubs.

He was a frequent speaker at global conferences, a published author, and a developer of innovative training programs. He was also a partner in a global company that markets and finances unique and innovative health-related products and devices to healthcare providers. A true pioneer in the timeshare industry, Tony is a Former Chairman of the American Resort Development Association (ARDA), and a former Chairman of the Global Alliance for Timeshare Excellence (GATE).

Our team at Resort Trades send his family and friends our thoughts and prayers. We will share additional details as they become available.



TIME TO REIMAGINE

The Paradigm Shift from Traditional to Virtual Selling

By Shari Levitin

Virtual selling is the new norm, but initiating sales conversations in a virtual environment is not simply doing what you're used to doing face to face in front of a webcam. To deliver skillful and efficient virtual sales conversations, sellers must embrace a new paradigm and let go of the old ways.

It is true that building trust in person triggers the release of Oxytocin, dubbed the "Moral Molecule," which makes people more trustworthy, generous, charitable, and compassionate. However, virtual sellers can't play off hormones and chemistry to form connections, so they must work harder to build trust, create value, and win sales!

Here are eight paradigm shifts that I outlined (with input from Maggie Chumbley, Principal at Maggie Chumbley Consulting) that transform traditional sellers into virtual sellers.

Shari Levitin got her start in timeshare sales years ago. Her secret to continued success? Read on!

1. TRUST

Old paradigm: Sellers look around the room, take in nonverbal cues about

their audience's engagement or interest, and adjust accordingly to add the most value. And as we've learned throughout the pandemic, there are a lot of invisible particles floating around between people. While those particles can be problematic in terms of illness, they can actually help sellers build rapport and trust through touch and smell!

Virtual paradigm: Chemistry is out of the picture (no pun intended!), so sellers need to build trust through listening, reliability, preparedness, and an appropriate virtual presence. I recently had a meeting with someone that looked like this on their video. LOL.

Bad Way to Build Trust Via Virtual Selling

That does not build trust!

2. ACCESS

Old paradigm: Stakeholders can be spread across offices or locations, making getting everyone in the same room challenging.

Virtual paradigm: Online meetings save commute time (even if it's just walking down the hall!) and make it easy for decision-makers and experts to get involved and join in on sales conversations – from wherever they are.

3. TIME

Old paradigm: Time together is fluid when meeting in person. If the prospect is interested, it's easier to keep the sales conversation going to address all of their questions and concerns – and build rapport.

Virtual paradigm: In a virtual meeting, the time is usually predetermined in 15, 30, 60, or 90-minute increments. There's a hard start and end.

4. ATTENTION/ENGAGEMENT

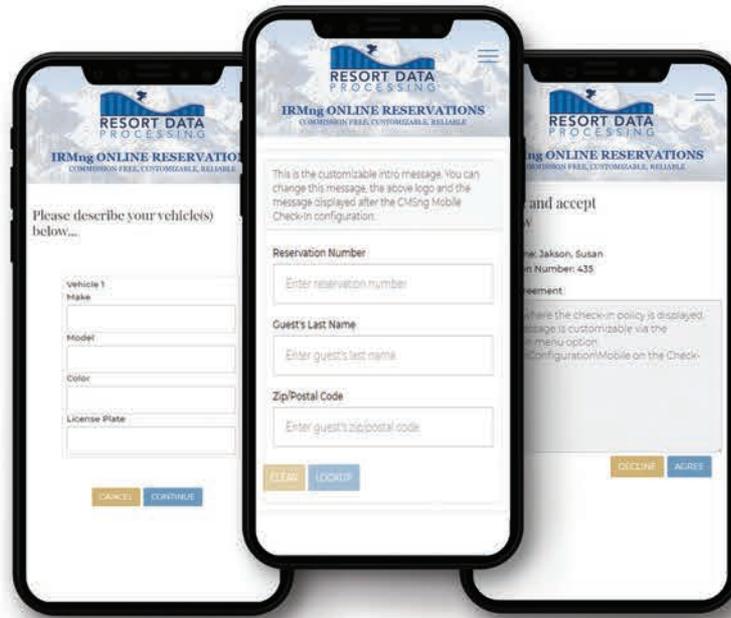
Old paradigm: Body language and movement make it easier to grab, hold, and keep the customer's attention. It's hard to ignore a person in front of you!

Virtual paradigm: To capture attention and increase engagement, sellers must change the emotional state of the conversation, similar to using music in movies to convey different feelings. Online tools and interactions help incorporate the five senses and eliminate distractions.

5. THE SLIDES

Old paradigm: Slides are a quick way to share data, provide information, introduce terminology, and create plans. They add structure to a meeting and are used systematically throughout the

New Feature Launch!



RESORT
DATA PROCESSING

TAILORED

Property Management Software

DESIGN / ADAPT / GROW

New Feature: Touchless Check-In & Check-Out

Many good things often come out of tough times! In continuing with our 35+ year focus of working with our customers to provide tools to meet their modern-day challenges, let us introduce to you the Touchless Check-In & Check-Out!

Designed to limit guest and staff exposure to one another, RDP's Touchless Guest Experience allows guests and owners to check-in and check-out via their mobile devices.

Timeshare and Fractional Management

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.

Unparalleled Owner features



Automated Owner Statements, Owner Portal, Owner Billing, HOA/Owner revenue management, all built to any Week, Season, Float, Fixed, or Split Configuration.

Double YOY Revenue



On average RDP customers double their profits in the first year due to process automation, commission free booking engine, and built in marketing features

Outgrown Current System



RDP is customized to each property providing industry leading functionality to those ready to manage their resort with one robust system.

Why Choose Us?

- > Cloud/On Premise Solutions
- > USA based Support 24/7/365
- > Dedicated Implementation Team
- > All-In-One Solution

Resort Data Processing

Tailored Property Management Software

Sales : (877) 779-3717
Promotion Code : TradeUp

Web : www.ResortData.com
Email : Sales@ResortData.com

Address: 211 Eagle Road
Avon, Colorado 81620-3360



sales conversation to formulate the pitch.

Virtual paradigm: Prospects receive articles, videos, and critical concepts asynchronously throughout the sales conversation to add context and understanding. The right content at the right time keeps the sales momentum and shortens the sales cycle. Social media, instant polls, live chat, etc., provide a channel for immediate customer feedback.

6. READING THE ROOM

Old paradigm: Because humans are complex and require time to integrate and incorporate concepts and perspectives, sellers rely on faces, body language, and provocative questions to help gauge interest and whether or not the ideas are landing.

Virtual paradigm: Sellers read the room virtually by inviting thumbs up/down, polling, and sampling. Small and rapid impromptu conversations in breakout rooms provide opportunities to solidify concepts and check for understanding.

7. BAGELS & COFFEE

Old paradigm: A buffet of sustenance helps persuade people into meetings and provides a place for informal connection and conversation.

Virtual paradigm: Sellers create opportunities for virtual networking and discussion before and after the

meeting. Turning the video on early, being prepared with conversation starters, and engaging in the chat messenger provides opportunities to talk to people as people, not as buyers and sellers. Creating breakout rooms after the event for a debrief or Q&A also helps break down the virtual barriers.

Radical curiosity is a practice of questioning commonly held beliefs to imagine flourishing futures.

8. ARRANGING THE FURNITURE

Old paradigm: In-person meetings require physical space and a particular structure depending on the purpose (i.e., round to facilitate discussion or facing a presentation wall if delivering a lot of visual information). And the law of meeting dynamics insists that whatever structure was used last will be utterly incompatible with the next meeting!

Virtual paradigm: Participants can arrange their seats most comfortably and productively for themselves. Sellers select gallery view to see everyone at once, speaker view, or set up a “fishbowl” by each person covering their camera so they can listen in on

a conversation. No furniture moving is required, but proactively addressing the meeting layout can create a more engaging virtual selling environment.

Transforming from traditional to virtual selling requires a different approach, but top sellers will master virtual relationship development, no doubt! Since many in-person sales conversations are poorly designed from the onset, the door is wide open for modernization and improvement.



<https://www.sharilevitin.com/blog-news/the-paradigm-shift-from-traditional-to-virtual-selling/>

Take away
the guess
work



5

ways advertising in
Resort Trades can
help you.

Create a **1** Presence

Promote **2** Awareness

Build **3** Relationships

Solidify **4** Credibility

Enhance **5** Branding

For information about online and print advertising,
call us at 931.484.8819.

See how hard Resort Trades can work for you!

TAKE THE TIMESHARE INDUSTRY'S
MOST SOLID INFORMATION & NEWS
SOURCE WITH YOU, WHEREVER YOU GO!

GO
MOBILE!

RESORT TRADES AT YOUR FINGER TIPS:

Searchable

Sociable

Mobile Friendly

Sharable

Downloadable

ResortTrades.com

CLASSIFIEDS

EMPLOYMENT

SALES HELP WANTED: Call or text 603-387-7691
50 States. Full Time or Part Time. Top Commish.
<http://www.Cinemaesque.com>

NEED
EMPLOYEES?

Add to our
classified.

931.484.8819

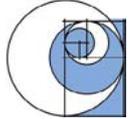
MEMBERS DIRECTORY

AMENITIES



Pineapple Hospitality
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.

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.

COLLECTION SERVICES



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



Resort Data Processing
211 Eagle Road | Avon, CO , 81620
Phone: 877-779-3717
Website: www.resortdata.com
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



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



SPI Software
444 Brickell Avenue, Suite 760, 33131
Phone: 305-858-9505
Website: <https://www.spisoftware.com/>
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts.

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
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!

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.



RCI
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.

EXCHANGE COMPANIES



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
171 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.

"Everywhere we find fulfillment, affordability, and value, we find success." -- Harry Van Sciver

From "Recovering from Covid-19: Evil and Earnest, History and Resilience," July 2020 Resort Trades magazine

FINANCIAL SERVICES



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.

GROCERIES



Publix Super Markets
Lakeland, Florida , 33802-0407
Phone: 863-688-1188 Ext. 44891
Website: www.publix.com/products-services/business-delivery
Specialty: Publix is the largest employee-owned grocery chain in the US with more than 1,200 stores in the Southeast. With the benefit of grocery delivery from Publix Super Markets, Powered by Instacart, people can get what they need when it's best for them.

HOA & STAKEHOLDERS COMMUNICATIONS



TWOB LLC
1500 Town Plaza Court, 32708
Phone: 407-366-1573
Website: www.towb.life/
Specialty: TWOB 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.

HOSPITALITY



Pineapple Hospitality
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.

INSURANCE



Leavitt Recreation & Hospitality Ins
942 14th St., Sturgis, SD 57785
Phone: (800) 525-2060
Email: info-lrhi@leavitt.com
Website: www.lrinsurance.com
Contact: Chris Hipple
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: 802-373-5068
Email: rjrobertssmg@aol.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: 802-373-5068 rjrobertssmg@aol.com.

LEGACY TIMESHARE SOLUTIONS



Lemonjuice Capital Solutions
7512 Dr. Phillips Blvd., Suite 50-345
Orlando, FL 32819
Phone: 863-602-8804
Contact: Jan Barrow
Email: Jan.Barrow@Lemonjuice.Biz
Website: lemonjuicesolutions.com/
Specialty: Lemonjuice is more than a professional, full-service resort management company. We are a solutions-based organization presenting an array of unique options that focuses on the resort and what is best for owners including strategic planning and delivering good outcomes. Our leadership and management team are experienced and disciplined timeshare and real estate professionals seeking the best outcomes for all. Unlike other management companies, we are solutions-focused and will invest capital in the Association to achieve goals that work. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



Resort Data Processing
211 Eagle Road | Avon, CO , 81620
Phone: 877-779-3717
Website: www.resortdata.com
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



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, Mark Raunikar and Tom Petrisko, each of whom has extensive timeshare lending experience



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!



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.

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

Gregory Crist
CEO, National Timeshare Owners

LENDING INSTITUTIONS



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

LUGGAGE CARTS



EZ Stacker by Peggs
4851 Felspar St., Riverside, CA, 92509
Phone: 951.903.3871
Website: www.ezstacker.com/
Specialty: Say hello to EZ Stacker from The Peggs Company - the only full-size luggage cart on the planet that stacks just like a grocery cart, so innovative, yet so common sense, it promises to redefine the luggage cart standard.

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.



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.

This Space Reserved For MATTER

MANAGEMENT & OPERATIONS



Grand Pacific Resort Management
5900 Pasteur Ct Ste 200
Carlsbad, CA 92008 USA
Ph: 760-827-4181 FAX: 760-431-4580
Email: success@gpresorts.com
Website: www.gprgmt.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



Lemonjuice Capital Solutions
7512 Dr. Phillips Blvd., Suite 50-345
Orlando, FL 32819
Phone: 863-602-8804
Contact: Jan Barrow
Email: Jan.Barrow@Lemonjuice.Biz
Website: lemonjuicesolutions.com
Specialty: Specializing in professional, full-service resort and rental management, Lemonjuice delivers owner-centric options focusing on the individual resort's needs. LJS presents solutions concentrating on what is best for the resort and its owners including strategic planning. Our leadership and management team are experienced and disciplined timeshare professionals that understands innovation is key to operating a successful resort. Unlike other management companies, we are solutions focused and will invest capital in the Association to achieve the best outcomes for all. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



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.

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

Gregory Crist
CEO, National Timeshare Owners

MANAGEMENT & OPERATIONS



Vacation Resorts International
25510 Commercentre Drive, #100
Lake Forest, CA 92630 USA
Phone: (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



SteriFab
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.



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: hbvwhitebriar@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.

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



KOALA
77 Washington Ave Floor 5,
Brooklyn NY, 11205
Phone: 833-562-5226
Website: https://www.go-koala.com/
Specialty: KOALA is a new online marketplace that helps timeshare owners rent their unused stays securely to anyone in the world. Our mission is to empower owners with modern technology and open the doors for the next generation of vacationers.

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.



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
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.

"Everywhere we find fulfillment, affordability, and value, we find success." -- Harry Van Sciver

From "Recovering from Covid-19: Evil and Earnest, History and Resilience," July 2020 Resort Trades magazine

SALES TRAINING



ADS CONSULTING

ADS Consulting
8612 Titleist Cr Las Vegas, NV, 89117
Phone: 702-919-0550
Website:
www.adsconsultingservice.com
Specialty: Most companies struggle to achieve consistent year-over-year sustainable profit growth. The problem is not talent, it is aligning people, process, and system integration so that the organization functions cohesively. With over 25 years of experience leading the most successful independent company, ADS Consulting delivers to help your company achieve sustainable sales growth. We focus on leadership, training, and process consistency to produce lasting sales performance. We know most companies are not performing at their optimal capacity which is why we help remove the obstacles and blind spots to increase sales.



SHARI LEVITIN
ShariLevitin.com

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

SOFTWARE



Resort Data Processing
211 Eagle Road | Avon, CO , 81620
Phone: 877-779-3717
Website: www.resortdata.com
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



SPI Software
444 Brickell Avenue, Suite 760, 33131
Phone: 305-858-9505
Website: https://www.spisoftware.com/
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts.

SOFTWARE



Viewpoint
6277 Sea Harbor Dr., Orlando, FL 32821
Phone: (305) 491-2850
Website: https://viewpointweb.com/
Specialty: Viewpoint is currently used by more than 100 Resorts / Clubs globally.

STRATEGIC PLANNING



Lemonjuice Capital Solutions
7512 Dr. Phillips Blvd., Suite 50-345
Orlando, FL 32819
Phone: 863-602-8804
Contact: Jan Barrow
Email: Jan.Barrow@Lemonjuice.Biz
Website: lemonjuicesolutions.com/
Specialty: Lemonjuice delivers comprehensive professional management, strategic planning, and the resources needed to execute those plans for Association Boards and Managers. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Services include strategic analyses; rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and tools; professional resort management and accounting; title and roster reconciliation; sunset management; and Project restructuring and repositioning. 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.



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

TOWEL SERVICES



Towel Tracker
950 Vitality Dr. NW, Suite A
Comstock Park, Michigan, 49321
Phone: 616-325-2060
Website: <https://toweltracker.com/>
Specialty: Towel Tracker enables you to control and simplify your towel service while increasing your bottom line through recurring savings on status quo expenses you no longer will pay!

On the surface level, guests simply swipe their room key to access as many towels as they want. Every towel taken is then invisibly tracked (via unique ID) and assigned to that guest's account. Upon return to the system receptacle, towels are automatically cleared from that account. Replacement costs for unreturned towels can be set to automatically roll into the guest's final room invoice as individual line items.

Below the surface level, lie powerful data analytics to empower you to efficiently track and manage inventory, distribution, staffing, laundry costs, and even detection of formerly difficult-to-track (non-guest) "back-end" losses! Furthermore, as data is accumulated, patterns of usage will emerge, specific to your resort, to help you optimize your operations. All of this translates to recurring (year-after-year) savings across the board!

Contact us today if you would like to see the historical data behind these claims, or more importantly, how your resort can become part of the Towel Tracker success history of recurring savings!

TRADE ASSOCIATIONS



ARDA
1201 15th St NW, Ste 400
Washington, District of Columbia, 20005
Phone: (202) 371-6700
Website: <http://www.arda.org>
Specialty: ARDA is the face of vacation ownership. Based in Washington, D.C., the American Resort Development Association (ARDA) is the trade association for the timeshare industry. ARDA's membership comprises over 500 companies (both privately held firms and publicly traded corporations), which house 5,000-plus individual ARDA members. ARDA's active, engaged members have extensive experience in shared ownership interests in leisure real estate.

ARDA's work — including proactive advocacy — touches every role within the timeshare industry. Developers, exchange companies, vacation clubs, timeshare resellers, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts are all part of the ARDA network. Meanwhile, timeshare owners and managers connect with ARDA through the ARDA-Resort Owners' Coalition (ARDA-ROC).



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.

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.



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.

TRAVEL INCENTIVES

INCENTIVATIONS

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.

ResortTrades.com Resort Industry Connection 24/7

Resort Trades Weekly eNews

Every Thursday, Resort Trades Weekly provides subscribers with topical, original content, plus curated news about the people, places, and events concerning all-things-timeshare. Visit

resorttrades.com/resortnation

Looking for vendors

... who are familiar and engaged in our industry? Tired of needing to explain to suppliers why timeshare resorts' and hospitality's needs are often different? These businesses are guaranteed to be interested in you and your needs:

members.resorttrades.com

TAKE THE
TIMESHARE
INDUSTRY'S
MOST SOLID
INFORMATION
& NEWS
SOURCE
WITH YOU,
WHEREVER
YOU GO!

GO
MOBILE!

RESORT
TRADES AT
YOUR FINGER
TIPS:

Searchable
Sociable
Mobile Friendly
Sharable
Downloadable

ResortTrades.com



A SIMPLY BETTER RESORT MANAGEMENT SYSTEM



**THE VIEWPOINT SOLUTION FOR EFFECTIVE RESORT MANAGEMENT
IS ALSO A GREAT VALUE**

Viewpoint from Panorama Travel Solutions is a cloud-based property management system (PMS) that adds value to your timeshare resort by helping to improve service levels, increase revenue and reduce costs with one easy-to-use online platform.

- Comprehensive PMS Functionality
- Easy-to-use Web Browser Interface
- Owner Self-Service Portal
- Resort Booking Website
- Rental Distribution & Channel Management
- RCI and 7Across Exchange Integration
- Club365 and Owners Travel Club Integration
- optiREZ Revenue Management
- PCI DASS Certified Payments
- Amazon Web Services Cloud Hosting

**Contact us today and see how Viewpoint adds value and
simplifies timeshare resort management**

ViewpointWeb.com | sales@ViewpointWeb.com | 833-456-9963





**Sales
& Marketing**

CAPITAL VACATIONS[®] RESORT MANAGEMENT



**Rental
Guarantee**



**International
Exchange**



**Collection
& Recovery**

You asked
for additional services,
WE DELIVERED.

with BIG results:

- ✓ In 2021, over **10,000** Association-Owned intervals sold
- ✓ Generated **\$22M** in 2022 Maintenance Fee Revenue
- ✓ Increased Collection Rates by as much as **31%**
- ✓ Exceeded Sales & Marketing program commitments by **12%** or more
- ✓ Deliver **market-leading rental revenue** through the Rental Guarantee program

Can your **Resort Management** Partner solve today's HOA problems?

Contact Capital Vacations today to learn how associations we manage benefit from our one-of-a-kind, industry-leading programs developed specifically to help independent associations achieve long-term financial health.

CapitalVacations.com



Travis Bary
Chief Operating Officer
tbary@capitalvacations.com
843.281.4346