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Continuous Improvement

- Top Resorts
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ARDA 2022 “timesharing together” conference

by **Sharon Scott
Wilson, RRP**

If you’ve never (or rarely) attended a convention or conference presented by the American Resort Development Association (ARDA), you may be experiencing FOMO. This year’s meeting lasered-in on marketing and sales, in particular. Unlike previous conventions which hosted an exhibit hall and a large number of educational sessions, this time programming was limited to general sessions, plus five educational discussions called “Power Innovation Sessions.”

ARDA’s focus is serving developers of timeshare (or vacation ownership as we prefer to say) and sometimes resort professionals of independently managed resorts might feel there’s too high a price tag (particularly if staying at the Diplomat in Hollywood, Florida, with five-star room prices). Well, never fear, here are a few of the more salient points:

- Keynote speaker Seth Goldenberg echoed what is one of the industry’s next major directions – that of delivering experiential vacations. By the end of the conference, we must have heard the term “experience” used in every way known to man! If you’re involved

in the industry, then you’re supposed to be finding ways to promote, provide, and PR the daylight out of the vacation ownership experience.

- Here’s the next big thing: Timeshare has recognized what has been largely an untapped market: minorities. To help illustrate how underserved blacks and Hispanics are, Soledad O’Brien described her childhood as member of mixed-race couple and the challenges they faced when traveling in the ‘60s. ARDA responded to the growing demand from this market by adding Diversity & Inclusion (also Diversity, Equity, and Inclusion) programming throughout the three-day meeting. There was even a Diversity & Inclusion Council meeting, which oddly enough, was exclusive.

- Colebrook Financial Company Principal Bill Ryczek and I had an interesting discussion about the ominous specter of a recession and how resort staff can prepare for it (Visit [YouTube.com/ResortTrades](https://www.youtube.com/ResortTrades) to hear Bill’s comments.) If (and/or when) there is a downturn in the economy, several speakers during the conference reflected



Photos courtesy of James R. “Jimmy” Danz RRP, Executive Vice President of Travel Resorts of America [shown in center photo]. Panel members from ARDA Power Innovation Session #2 at the Diplomat Hotel “Performance Sales & Marketing in 2022 and Beyond” included Jeff Myers EVP Travel and Leisure, John Sutherland EVP Holiday Inn Club, Dusty Tonkin EVP Bluegreen Resorts, and Jimmy (left to right). Not shown here was Mike Samet COO Digital Ignite.

on the industry’s resiliency and on how strong occupancy rates were during the 2008-plus recession.

- With all the talk about the vacation ownership “experience” and providing “experiential” vacations and how to optimize the Customer Journey Experience, one could tell

creative minds are hard at work. In other words, don’t count the vacation ownership industry out. Perhaps another bottom-line takeaway for me was that now is a great time to buy stock in timeshare!

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RSI Vacations' Acquisition of TravCoding sets the stage for something new for timeshare developers.

TOP RESORTS

Resort Trades' team is on the lookout for what it takes for a resort to be a "Top Resort."

The following are a few items that caught our editor's eye:

FACES & PLACES



True Incentive/CSNG Names Jeff Kenner to Manager of Training Services

Customer Service Network Group, Fulfillment Provider for True Incentive has named Jeff Kenner to the newly created position of Manager of Training Services.

True Incentive, a Florida-based company that provides incentive-based direct marketing solutions is known for delivering product innovation and quality service to B2B clients, particularly in the Vacation Ownership, Vacation Membership, Financial, Telecommunications, and Auto Industries. The company offers its clients a dynamic online catalog of incentive products such as land vacations, cruise vacations, and airfare designed to impact a company's marketing and sales objectives.

CSNG is a fulfillment provider for promotional travel incentives, sales awards, gift cards, and cash

rebates. The company's remotely based team redeems hundreds of desirable travel and retail experiences to consumers.

Jeff Kenner will guide the training operations of CSNG, particularly with new hire training, new SOPs for call center operations, coaching, and re-coaching.

He will report directly to Clayton Gring, President and COO of True Incentive who said "A large number of our business clients have trusted us with their customers for many years, and we take that seriously..."

MANAGEMENT & GROWTH



SPI Software Announces introduction of SPI Connect™ Through Partnership with ConnectionsGRP

Gordon McClendon, CEO of SPI Software, the leading provider of software systems and resort management solutions for timeshare resort developers and operators, has recently announced a strategic partnership with ConnectionsGRP and the introduction of SPI Connect™. The new platform will enable guests to connect with resorts, sending and receiving text messages throughout their vacation, from initial reservations to the guest stay and post-stay communication.

SPI's Hyperscale Communications Platform, SPI Connect™ provides a cloud-based messaging module that is fully integrated into SPI's advanced timeshare/vacation ownership-focused application software, including a comprehensive set of modules that provide world-class timeshare resort management solutions.



Grand Pacific Resorts Welcomes San Diego Country Estates to its Growing Family of Best in the West

Grand Pacific Resorts will lend its three-plus decades of timeshare management expertise to San Diego Country Estates, further expanding its footprint in Southern California. Owners at San Diego Country Estates will begin to enjoy the unique Grand Pacific Resorts management experience starting April 1st, 2022.

"All of us here at San Diego Country Estates are thrilled with our selection of Grand Pacific Resorts as our management company," said Barbara Johnson, San Diego Country Estate Board President. "Their expertise, professionalism, and award-winning service culture made them the clear choice for us. We believe that their focus on Owner relations and Associate satisfaction is key to ensuring we remain a topnotch resort in San Diego County. We look forward to working together to provide the best experiences, services, and value."

The full service management contract with San Diego Country Estates includes all resort operations, Owner services, exchange, and rental services. Grand Pacific Resorts will also service maintenance fee billing and collections through its

Continued on page 8

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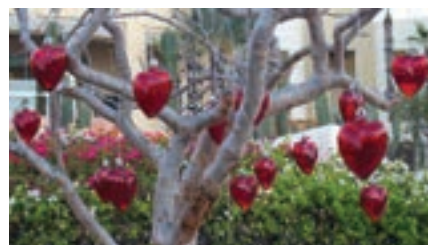
Wyndham Destinations Plans to Double Its Solar Capacity by End of 2023

Wyndham Destinations, the world's largest vacation ownership business as part of Travel + Leisure Co., announced the completion of its latest solar installations and its commitment to further investments in alternative energy.

The company recently turned on solar panels at its Limetree Beach Resort by Club Wyndham in St. Thomas, and is finishing installation at the WorldMark Clear Lake Resort in Nice, Calif., this spring. With the two new resorts online, the company will have an estimated annual solar output of more than nine million kilowatt hours at 19 properties across the U.S. that are powered by more than 18,000 solar panels.

As part of its Environmental, Social, and Governance (ESG) strategy, the company is planning to invest in opportunities to reduce water and energy usage across its portfolio of 245 resorts....

"In partnership with our homeowners associations, we're investing in environmentally sustainable operations to protect the beautiful destinations our members enjoy visiting," said Geoff Richards, chief operating officer of Wyndham Destinations. "As a part of our responsible operations, we place a high value on protecting the environment and communities in which we live and operate."



Earth Month with Pueblo Bonito

Earth Day is April 22 this year, but in many ways every day is Earth Day at Pueblo Bonito Golf & Spa Resorts.

From the beginning, Ernesto Coppel, founder of the Pueblo Bonito family of resorts, embraced environmental responsibility long before it became popular.

"When we started to develop in Los Cabos (in the late 1980s), with every new development we enhanced our commitment to the environment," Coppel explained. "For example, we have our own water treatment plant at Pueblo Bonito Sunset Beach. We also have our own power plants at the resorts. Back in 1997, when power and water were impacted by storms, Sunset Beach resort provided the city of Cabo San Lucas with these precious resources.

"Sustainability is a core value at Pueblo Bonito Resorts and Quivira Los Cabos," Coppel stated. "We believe it is critical to nurture the local environment, reinvest in the community, and reduce the impact of development."



Solar Agreement Between Pivot Energy and Breckenridge Grand Vacations

Pivot Energy is excited to announce the signing of a 4.9

megawatt community solar subscription with Breckenridge Grand Vacations (BGV). The contract is one of the largest community solar subscriptions in the history of the hospitality sector and a vital component of BGV's sustainability initiative to reduce greenhouse gas emissions by 50% by 2030.

Emily Kimmel, Recycling and Sustainability Manager for Breckenridge Grand Vacations, said, "Pivot Energy has been an ideal partner in our efforts to obtain a community solar subscription, both because of their extensive footprint in Colorado and their commitment to shared values of community wellbeing and environmentalism. Sustainability is of the utmost importance to Breckenridge Grand Vacations, and we are very excited for the opportunity this community solar subscription presents to bring us closer to meeting our sustainability goals. We look forward to working with Pivot in the months ahead to bring these endeavors to fruition."

WALL STREET



Hilton Grand Vacations Completes \$246 Million Term Securitization

Hilton Grand Vacations Inc. announces today the completion of a \$246 million securitization of legacy Diamond vacation ownership loans through Hilton Grand Vacations Trust 2022-1D ("the Trust"). Four classes of Notes were issued by the Trust, including approximately \$106 million of Class A Notes, approximately \$84 million of Class B Notes, approximately

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affiliate Advanced Financial Company (AFC) as well as be responsible for all of the resort brand marketing as well as Owner and Guest servicing. In addition to their existing benefits, Owners will also gain access to weekly and nightly rentals as well as extended vacation opportunities through Grand Pacific Exchange (GPX), an exclusive Owners-only exchange network. Owners will also enjoy GPX's latest benefit, GPX Perks, a credit savings program applicable towards rental cars, tour packages, cruises and much more.

"We look forward to serving the Owners of San Diego Country Estates," said Nigel Lobo, RRP, Chief Operating Officer of Grand Pacific Resorts. "We are thrilled to further expand our footprint within San Diego County, sharing our award-winning service and resort management expertise to create memorable experiences worth sharing. We extend San Diego Country Estates a warm welcome into the Grand Pacific Resorts family of managed resorts."

\$22 million of Class C Notes, and approximately \$33 million of Class D Notes.

The Class A Notes have an interest rate of 3.61%, the Class B Notes have an interest rate of 4.10%, the Class C Notes have an interest rate of 4.69%, and the Class D Notes have an interest rate of 6.79%, for an overall weighted average interest rate of 4.30% and overall advance rate of 95%.

“Despite a volatile economic environment, we had excellent execution on our 2022 ABS offering,” said Dan Mathewes, chief financial officer of Hilton Grand Vacations. “Demand was incredibly robust with orders peaking at \$2.2 billion, yielding nearly 8.8x over-subscription, which allowed us to tighten our initial pricing significantly.”

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Tips Resorts Can Use Immediately

1. Light it Up!

Improve your Resort with Illumination

by Margit Whitlock AIA

Believe it or not, the first LED was invented in 1962, emitting only red light. In the 80s technology began to move into our world in the red of traffic lights. Today, the advances in LED technology have made it the new standard for its efficiency, range, and performance. The world of illumination is always evolving with ways to improve our quality of life. Let's explore aspects of lighting to consider for optimal illumination of your Resort.

More With Less

When it comes to lighting, it is all about placement. Because it is impossible to illuminate the air, lighting is focused on surfaces. The key to getting the most out of your lighting selections and plan is knowing exactly what needs to be lit and why. For efficient lighting and to accomplish more with less, focus on specific light on specific surfaces. For example, are you concerned with guiding your guests to the cabana at the back of your property? – Light the path. Do your guests need to see what they are eating at your restaurant? – Light the table. Did you invest in a remarkable art piece in your lobby? – light the piece.

It may seem simple but remembering this foundational strategy may save you from investing in too much overhead lighting that doesn't serve the purpose in your space.

Layers of Light

If "variety is the spice of life," "Layers are the spice of Light." There is never a one-size-fits-all lighting plan. As our friends at San Diego Lighting Associates (SDLA) say, "Good lighting isn't just to help us find our way in an otherwise dark space! For the architect, it showcases their masterpiece, for the interior designer it renders beautiful finishes, and for the inhabitant, it evokes emotion, mood, and a sense of well-being!" This sentiment speaks well to the different layers of light needed in a good lighting design.

Take a look at your resort to see if you can identify these 5 different purposes of light. If anything is missing, you will know where to start making changes.

1. Choreography – lighting can help

choreograph the experience of a space, prompting the direction of movement and flow through your space, and work to identify destinations.

2. Mood and Ambience – mood and ambience can be achieved in a space through light with the application of varied intensity, color, and texture of light.

3. Accent – emphasize important objects, create sparkle and interest, and use light fixtures as the jewelry of the space.

4. Architectural – reveal and draw attention to features of the structure and shape of the

space.

5. Task – light for the specific action and functioning of the space.

What Color is it?

If you have ever shopped for light bulbs, you know there are many differences between them. And if you have ever purchased new bulbs only to find out they don't look the same or match your other bulbs, then you have learned the lesson of Color Temperature, the hard way---- and it has nothing to do with wattage! We describe the

"For efficient lighting and to accomplish more with less, focus on specific light on specific surfaces."



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appearance of white light by where it falls on a scale called Correlated Color Temperature (CCT).

CCT is measured in the unit, Kelvin on a scale of 1,000 – 10,000. Lower numbers on the scale correlate to warmer tones of light, think orange, red, or yellow light. Higher numbers represent cooler tones of light that appear bluer, the higher the numbers go. Common sources of electric light fall between:

2000K – 2800K appear Warm
2800K – 3000K appear Neutral
3000K – 6000K appear Cool
Here is a link to better describe color temperatures. <https://www.kichler.com/tips-guides/indoor-lighting-guide/choosing-the-right-color-temperature/>

“Resorts and Vacation properties are places that you want to escape to and get away from the day-to-day routine so it’s important to have lighting that is warm, inviting, and relaxing,” says SDLA, and I agree. Selecting the right color temperature for each area of your resort goes a long way to creating the perfect vibe for your guest.

With layered lighting, illuminating the correct surfaces, in the “just right” color temperature, your resort will wow and wonder your guest. There is a tangible difference between expertly lit spaces and those without a well-thought-out lighting plan. Because there is so much that goes into getting it right, I always recommend using a professional like an architect, interior designer, or lighting consultant to help your resort achieve the ultimate illumination.

2. Trend in Wellness Pop up Spas! How fun it this??

With our growing ability to become more flexible and innovative in the face of COVID restrictions, wonderful trends have begun to blossom. My current favorite is a movement in Wellness, that if brought to you resort, is sure to leave your guests with a unique and memorable experience. The Pop-Up Spa is a means to elevate your offerings, rejuvenate your owners, and get people talking about their vacation with you.

Why Spa? Do we have to ask the question?

The spa experience dates back to the Romans who used thermal hot springs to help them recover their wounds and battle tired muscles. The power and benefits of the hot springs experience continues to bring recovery, rejuvenation, and health to those who partake today by the modern and more accessible -- hot tub. Time spent in the hot tub, has been proven to increase cardiovascular health, reduce aches and pains, relieve anxiety and stress, and promote better sleep. I don’t know about you,

but that’s exactly what I need when I go on vacation!

As you soak in a hot tub, the effect of buoyancy decreases stress on your muscles and joints. The hot water immersion causes muscles and the rest of the body to relax. This relaxed state is what aides in the reduction of pain and stress. As the body relaxes, so does the mind and this is the recipe for great night of sleep. At the same time, it does your heart and cardiovascular system real good. Submerging in water puts gentle, even pressure the body and this pressure makes the heart work harder like a cardiac workout (which is why it is always recommended to consult with a doctor before taking a dip). Your skin is also in for a treat, as pores open to the hot water, they release toxins. The Hot Spa experience is an incredible way to take care of yourself, especially on holiday.



Take me out!

Identify some outdoor space at your resort and reimagine it as a transformative space. You know the benefits of the hot tub experience, but there are even more pros to setting it up outdoors. The outdoor spa becomes multi-sensory with the sounds of nature, smells of the season, and a view only your unique resort has to offer.

And from a practical standpoint, installation is easier outdoors. You can be more flexible and creative with how you build or treat the foundation and you



will still need required electrical, but the overall cost will be far less than an indoor complete build out and installation. In the wonderful world of the outdoors, ventilation and humidity is not a worry thanks to natural breezes. Drainage is also far easier and can be achieved with a hose and the natural drainage of your site.

Spa Pod Party!

The “Spa Pod” is what takes your run-of-the-mill outdoor spa to the next level – creating the social event of the century! The Spa Pod takes note of our increased desire for social distancing with friends and family within the safety of your designated “pod.” Our “pod” members are typically the ones we take with us on vacation and those we feel best relaxing

The “Spa Pod” is what takes your run-of-the-mill outdoor spa to the next level

with in the spa. As a resort owner, your work is to please multiple “pods” at the same time...so why not do just that with a Spa Pod Party. Given the right amount of space, you can set up multiple spa tubs in one location! This way you serve multiple guests with an exclusive, private, AND social event guaranteed to put them in a great state of mind and body.

Private Pop Up

Perhaps the Spa Pod Party isn’t the right fit for your resort, but you are excited about bringing the benefits of spa to your resort guests. Make it a private event

with one tub and a tent. The right tent with great lighting can create an ambiance that will give your guests a greater sense of exclusivity. Tenting the spa creates a kind of protective enclosure with all the same benefits of being outdoors. Canvas tents, inflatable bubble tents, geodesic domes, and even a classic canopy can create an experience they will be talking about for years to come.

With some creativity and attention to detail, the average amenity, can become the very thing that sets your resort apart. Whether you go for the Spa Pod Party or the Private Pop Up, social media will be abuzz with rave reviews from happy guests – promoting your resort to their many jealous friends wishing for what you have to offer. What’s more, both can be a revenue generator with increasing levels of service attached.

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 with engagements at multiple ARDA conventions, HD Boutique show as well as being frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations.



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Timeshare Exit Companies

How We Got Here

by Mike Kennedy

“The only thing necessary for the triumph of evil is that good men do nothing.” JFK said that quoting Edmund Burke... or maybe it was John Stuart Mill? While we don’t know for sure who said it first, it happens to be true — and it neatly encapsulates the proliferation of timeshare exit companies and the polarization of the secondary market. Bad actors will do bad things if there is no one to stop them, or even better, protect their potential victims before they’re harmed. While it’s clear that the timeshare companies didn’t ask for this battle, we do need to take an honest look at how we got here in the first place.

Timeshare exit companies emerged in the early 2010’s as a way to help distressed owners deal — permanently — with timeshares they could no longer use or afford. What was once a fringe industry quickly became mainstream, thanks to aggressive marketing campaigns. These campaigns were very successful at two things:

1. Acquiring weary timeshare owners as customers

2. Destroying the timeshare industry’s reputation for everyone else

Exit companies are considered the blight of the timeshare industry by many — OK, by everyone. Ironically, they are also a primary reference point for mainstream audiences less familiar with timeshare. Tell someone you’re in the timeshare business, and odds are they’ll say they hear those commercials all the time about getting people out of their timeshare. Anyone hearing that would assume timeshare companies are the villains — and while there certainly were some scoundrels in the industry, much of that used-car salesman reputation has faded into 1970’s folklore and modern day sitcom fodder. Still, it seems exit companies are better at marketing timeshare’s flaws than timeshare companies are at marketing its benefits. And there certainly are benefits.

Today’s product is professionally managed and developed by trusted brands like Hilton and Disney; in our experience, most owners love

their timeshares. Nonetheless, even the best timeshare can run its course, and recurring costs can cause the owner some discomfort. Historically, owners haven’t had a clear method of unbridling themselves from said discomfort. Enter timeshare exit companies.

“The only thing necessary for the triumph of evil is that good men do nothing.”

To be clear, not all timeshare exit companies are malicious or predatory. I’d even go so far as to say that some of these companies likely started with the best intentions — to help owners and, in turn, create a viable business. But what has transpired since is a quagmire of shady enterprises

posing as real estate or legal professionals looking to bilk these same owners out of thousands of dollars. For their part, some exit companies say they’ve helped get tens of thousands of timeshare owners released from their contracts. And perhaps they have, but it’s hard for the consumer to tell the difference between which ones may be legit and which are scams. And this is where things get murky.

Things you should know about exit companies:

1. They’re costly

Timeshare exit companies are expensive. Canceling a timeshare with a timeshare exit company can cost \$10,000 or more, and the fees are typically collected upfront.

2. They’re risky

Even if it’s a legit company, there’s no guarantee it will work. Timeshare exit is not a science and there is no easy way to sever someone from an otherwise life-long



contract without the approval and support of the timeshare companies.

3. They're not really necessary:

If the owner is willing to do the work, they can probably navigate this on their own. In fact, some exit companies just advise owners on what steps to take. Plus, many timeshare companies now offer company-endorsed alternatives.

4. You'll need patience:

Timeshare exits take a long time — up to three years in some cases. Many owners complain about a lack of transparency during the process.

The problem isn't just that there are scammers, but that the current version of the product exists in a way that lets the scammers thrive. Let's face it: It's very difficult to divest from most timeshares. They lose value rapidly, there's no robust secondary market, the resorts don't make it easy to rent, and "deedback" programs

are extremely restrictive. Yes, there are alternatives to selling, like exchange, but that doesn't appeal to people who are simply done with traveling altogether, are facing some imminent financial challenges, or whose kids aren't interested in inheriting. But whatever your reason for wanting to sell, if you can't seem to find a way out, and you're increasingly frustrated, even desperate, you're ripe for targeting by grifters.

So how can there be a more successful version of this product in the future?

One that is fun for the owner to use and easier to divest from once the fun is over. One that creates revenue and growth for the timeshare companies, while reducing sales friction and marketing and sales costs. Currently running as high as 45%, these costs are baked into the price, and higher prices create more sales friction and reduce organic demand.

The way I see it, simply because someone no longer wants a product does not mean that it's a flawed product. It

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**SCAM
ALERT!**

ARDA-ROC Fighting Exit Companies

Earlier this year, the American Resort Development Association-Resort Owners' Coalition (ARDA-ROC) reported there has been some success in shutting down exit companies including Reed Hein & Associates, also known as the Timeshare Exit Team, and Timeshare Termination Team. The Coalition continues to caution consumers against doing business with these third-party timeshares exit companies.

ARDA-ROC instead encourages timeshare owners who are looking to exit their timeshare to talk to their timeshare developer, resort management company or HOA first to learn about the options available to them. Many developers offer low- or no-cost exit options to owners. The Coalition for Responsible Exit is also a place for owners to safely explore exit options that are supported by timeshare developers and can be accessed by visiting ResponsibleExit.com.

This excerpt can be found here: <https://resorttrades.com/timeshare-exit-team-closes-its-doors-serving-as-yet-another-warning-to-consumers/#ARDA360>

could mean their lifestyle has changed, or their financial position has changed and the lifestyle purchase no longer works. Ironically, the inability to divest from timeshare is what makes this otherwise fun product an ultimately flawed product. And that perception resonates louder today than the joys that timeshare ownership can bring.

So how do we right that wrong?

The industry has stepped up its efforts to help owners and heal the industry's reputational damage, but more can and should be done. Here are a few things I'd like to see happen:

- Timeshare companies continue to beef up company-backed exit programs and educate owners via advocacy groups like ARDA
- Broader marketing campaigns to offset the negative impact of all the timeshare exit ads out there.

- Developers loosen restrictions on reselling timeshares and right of first refusal clauses.
- The industry supports the establishment of a legitimate and safe resale market, so owners don't need to resort to Craigslist, Facebook, and other unregulated marketplaces — and thereby open themselves up to scammers.
- The industry supports state attorneys general and government regulators who are holding fraudulent exit companies responsible for their misdeeds.
- We all educate buyers on alternates to exit, such as timeshare rentals

I'm confident that timeshare companies did not intend for exit companies to exist and thrive as they have. But, as JFK knew and we now know too, doing nothing is no longer an option.



Mike Kennedy is CEO and Cofounder of KOALA, a new timeshare rental marketplace. Before cofounding KOALA, Mike spent over ten years as a top sales executive for Hilton Grand Vacations, where he first envisioned a secure, easy, and ethical way for timeshare owners to rent their unused time. His long-term mission: to transform the way people take vacations.

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Create a Stunning Profile Banner in Minutes

by Sheryl Cattell

In today's LinkedIn Minute we're going to focus on the top of your profile. This section is called the LinkedIn banner. The default banner is a very unattractive gray blob. We want to have something that's more personal and that helps us communicate that we are open for business and what sort of business we are in. This area if left blank, is like a giant billboard on I-95 that says, "Your Message Here" or worse, a blank slate.

The first thing you want to do is visit one of my favorite places, which is [canva.com](https://www.canva.com). It's like Canvas without the s. You will need to set up an account using a valid email address, but don't worry, it's free. Once you're there, type into the template search box the words "LinkedIn Banner." You will see 2 versions of the banner listed in the search

results. Select the smaller of the two options or 1584 x 396.

The beautiful thing about Canva is that they provide you with hundreds of designs that you can choose from to personalize and make your own, in addition to starting from blank in exactly the right size. When selecting a design, be sure not to select one with a \$ or crown on it. Those are only if you have a premium subscription, which you don't really need.

You can add your company logo, your own photos, a photo montage, or anything you like onto a blank template found at the top left square of your search results. For today's lessons, let's pick one that is simple, so you can finish it in our minutes together. Select your design and then type in your information to

replace the placeholder names and keywords. Use the upload function in the far left to add your logo and images.

Once you have the design final, you want to download it using the "Share a design" drop-down shown below. Be sure to save it someplace that you can find it again and then head back over to your LinkedIn profile. Once there, click on the pencil located on your current banner, select change photo and then go find the document or the banner you just created and upload it here. That's all there is to it.

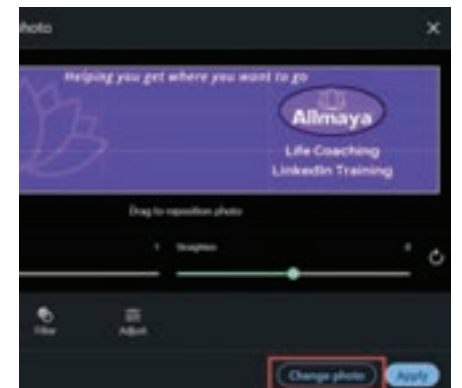
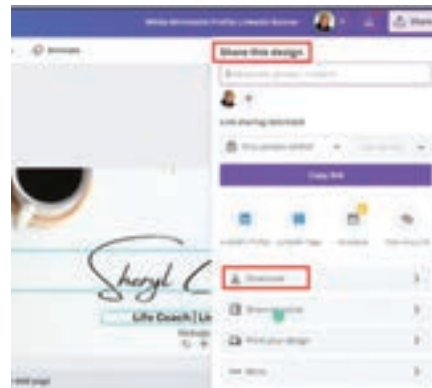
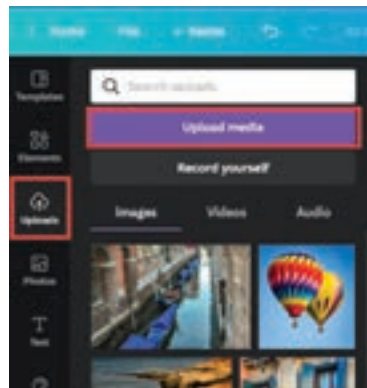
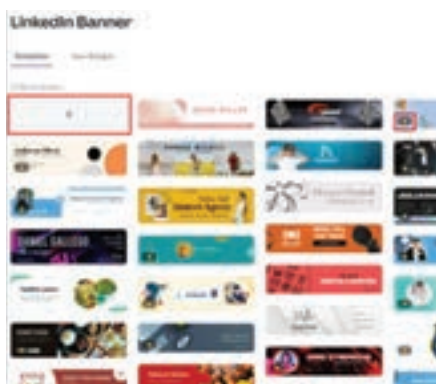
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Related: YouTube playlist LinkedIn Tips and Tricks by Resort Trades

Sheryl Cattell, is the course creator and lead instructor for the LinkedIn Business Edge™, presented by BizHack Academy, and author of Turning Adversity into Purpose. Cattell is also a Master Certified Life Coach and founder of Allmaya, LLC, a coaching service dedicated to helping aspiring high achievers realize and attain their life's purpose.





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Supplier Profile

Who is Global Connections, Inc. (GCI)?

For over 25 years, Global Connections' revitalized travel solutions have continued to expand as the vacation industry evolves. GCI has flawlessly connected the vacation industry's most competitive components to become one powerful source with decades of experience providing multiple customizable solutions to travel companies of all types. GCI is the epitome of mixing business with pleasure.

What can GCI do for you?

GCI specializes in varying facets of the vacation industry, from funneling a powerful sales distributorship channel with twelve sales distributors representing over twenty nationwide sales locations, to offering loyalty and affinity programs and managing resort inventory and properties.

GCI's distributors sell the Global Discovery Vacations (GDV) travel club, offering component-based travel and leisure benefits including condominiums and cruises, online shopping, discounted themed amusement parks and more. GCI services and fulfills GDV's 200,000+ members with a robust team of agents dedicated to providing superb customer service specializing in family resort vacations around the world.

Become a Distributor of Global Discovery Vacations

Join the proven success of GCI's nationwide distributor channel by selling GDV, the most unique travel club on the market. Developed and serviced by GCI since 1996, GDV is the most accessible family-friendly option to make yearly travel a reality for everyone.

You market and sell the product and we do the rest!

GCI provides:

- Member servicing and fulfillment
- Comprehensive collateral and member website with online booking
- Call center, social media, online and in-person member support
- Sales and reporting digital platform with e-contracts and processing

- In-house CRM and member financing options
- Proven sales techniques, marketing materials and support

Monetize Your Excess Resort Inventory

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GCI can:

- Revitalize your owners with viable and unique legacy resort solutions
- Provide a benefit for inactive or delinquent owners

Maximize Employee Retention with Travel Benefits

Engagement is key to hiring and retaining valuable, loyal employees, regardless of your industry. If you are ready to give more of the things people really want, GCI's travel and leisure benefits program, Global Perks Plus (GPP), is the solution you need! GPP offers employee savings opportunities on the most popular travel and leisure experiences in the marketplace today. Join our client list of a broad range of industries from healthcare to financial and everything in between!

GPP supports:

- Valuable and unique employee engagement
- Online platform with a customizable menu of benefits
- Wide variety of benefits from Condos, Cruises, Guided Tours and more
- Optional vouchers for employee milestones
- Customizable collateral materials for in-house promotion

GCI has the proven expertise to identify and provide a solution for whatever challenge your business may have. The Global Connections experience is your company's power to perform.



Find Global Connections, Inc. in the Resort Trades Members Directory under 'Travel Clubs'.

For more information, contact
Melanie Gring: MGring@ExploreGCI.com
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New Feature Launch!



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tel: 866.294.7120 ext. 6705
Website: www.merid.com
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Specialty: At Trading Places (TPI), customer service isn't just a friendly voice; it's 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.

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Website: www.allianceassociationbank.com
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Vacatia Partner Services
2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: .720.335.8983
Website: vacatiapartnerservices.com
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tel: 706.375.8530
Website: www.thebrookfieldco.com
Contact: Hilda Jones
Specialty: The Brookfield Co. designs and manufactures fine concrete landscape furnishings. Offering 70+ styles/sizes of planters plus fountains, benches, finials, and stepping stones, this company provides the best in customer service. All products are hand-cast and finished in fiber-reinforced, weather durable concrete. Many beautiful finishes are offered. Custom work is available. Still run by the two founders and designers, the 30 yr. old Brookfield Co. sells direct to landscape professionals, developers, and retailers. Site delivery nationwide.

LEGACY TIMESHARE SOLUTIONS



Everest NightBridge
199 S Los Robles Ave Pasadena, CA 91101
tel: 818.384.0925
Website: www.everestnightbridge.com
Specialty: Everest Nightbridge is a source of capital for legacy timeshare resorts. Our mission is to sit on the Owners' side of the table and explore the best options for the future of the resort. We are not a property manager. We invest capital to achieve the goals set by the Owners and property managers. Everest has 26+ years' experience with owning, renovating, restructuring, refinancing and selling shared ownership residential income properties. Our focus includes strategic evaluation, simplifying the ownership structure, and investing capital on behalf of the owners. Please call us and learn why we are different from any service provider currently in the legacy timeshare world.

LEGACY TIMESHARE SOLUTIONS



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tel: 802.373.5068
Website: legacysolutionsinternational.com
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tel: 863.602.8804
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.



TruPoints Club
2777 N Poinciana Blvd Kissimmee, FL, 34746
tel: 610.881.4165
Website: www.trupoints.club
Specialty: Generate Cash Flow/Repurpose Inventory
TruPoints Club is your solution to boost sales, reactivate members, reposition owners, and repurpose inventory. TruPoints Club is a points-based travel club with the power to generate revenue for legacy resorts. TruPoints Club is a proud member of Interval International which allows their travel club members the benefits of enrollment in the Club Interval Gold exchange program.

LEGACY TIMESHARE SOLUTIONS



Vacatia Partner Services
2840 Fairfax St, Ste 219
Denver, Colorado, 80207
tel: 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, Connecticut, 06457
tel: 860.344.9396
Website: www.colebrookfinancial.com
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.



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, Virginia, 22901
tel: 434.295.2033 ext.117
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.

MEMBERS DIRECTORY

LENDING INSTITUTIONS



Whitebriar Financial Corporation

575 Mystic Drive

PO Box 764

Marstons Mills, MA, 02648

tel: 508.428.3458

Website: www.whitebriar.com

Contact: Harry Van Sciver

Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. 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



The Peggs Company

4851 Felspar St

Riverside, California, 92509

tel: 951.903.3871

Website: www.ezstacker.com/

Specialty: EZ Stacker™ is THE ONLY patent-protected stackable/nestable cart on the market enabling carts to be stored in far less space. It is the ONLY full-size luggage cart in the industry that stacks like a grocery cart. Talk about space saving. So say no to clunky, bulky luggage carts that cause more problems than they solve.

MANAGEMENT & OPERATIONS



Capital Vacations

9654 N Kings Hwy, Ste 101

Myrtle Beach, SC, 29572

tel: 843.449.6500

Website: 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. The company is dedicated to creating quality vacations and offers an affordable, flexible travel program called Capital Vacations Club. As a hospitality management provider, Capital Vacations provides full-service hospitality management solutions to vacation ownership resorts, helping to promote and support their long-term financial stability. With more than 68 managed resorts and over 30 vacation club properties across the United States and the Caribbean, Capital Vacations is committed to delivering memorable vacation experiences to owners and guests.

MANAGEMENT & OPERATIONS



Getaways Resort Management

999 Fredensborg Canyon Rd

Solvang, California, 93463

tel: 844.438.2997

Website: www.GetAwaysresorts.com

Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.



Grand Pacific Resort Management

5900 Pasteur Ct, Ste 200

Carlsbad, California, 92008

tel: 760.827.4181

Website: www.gprmgmt.com

Specialty: For decades, we've created experiences worth sharing—from the moment you start dreaming of your vacation to long after you return home. We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build.



Lemonjuice Capital Solutions

7512 Dr Phillips Blvd, Suite 50-345

Orlando, Florida, 32819

tel: 863.602.8804

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.

MANAGEMENT & OPERATIONS



Vacatia Partner Services

2840 Fairfax St, Ste 219

Denver, Colorado, 80207

tel: 720.335.8983

Website: vacatiapartnerservices.com

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



Vacation Resorts International

25510 Commercentre Drive, #100

Lake Forest, California, 92630

tel: 863.287.2501

Website: www.vriresorts.com

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!

MEMBERSHIP PRODUCTS



Vacatia Partner Services

2840 Fairfax St, Ste 219

Denver, Colorado, 80207

tel: 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.

OUTDOOR AMENITIES



Kay Park Recreation Corp.

1301 Pine St.

Janesville, Iowa, 50647

tel: 800.553.2476

Website: www.kaypark.com

Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! The 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, 10710

tel: 800.359.4913

Website: www.sterifab.com

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

PET SANITATION



DOGIPOT

2100 Principal Row, Ste 405

Orlando, Florida, 32837

tel: 800.364.7681

Website: www.dogipot.com

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, Florida, 33444
tel: 561.451.1112
Website: www.hammerheadvac.com
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, Maryland, 21620
tel: 800.344.3100
Website: www.lamotte.com/pool
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 test results can be viewed on the touchscreen or can be transferred into our WaterLink Solutions PRO water analysis program. Achieve precision without time-consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

PREMIUMS



TravNow
150 Governors Square
Peachtree City, Georgia, 30269
tel: 770.486.1181
Website: www.rsivacations.com/
Specialty: We have always been known as a high service travel fulfillment company that used tech - Today we have emerged as a Tech Company that provides travel fulfillment!
State-of-the-Art Hotel & Condo Platforms can integrate into your membership to encourage engagement.
Tech-Driven Premium Offerings to drive membership interest and engage prospects. Stop trying to build tech, it has no ROI - we already have it for you! Call 770 486 1181 today! www.RSIVacations.com & TravCoding.com & TravNow

PUBLIC RELATIONS



GBG & Associates
121 Lakeshore Dr
Rancho Mirage, California, 92270
tel: 760.803.4522
Website: www.gbgandassociates.com
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 and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for effective, comprehensive communication and reputation management programs. Three decades of vacation industry success.

RECEIVABLE FINANCING



Whitebriar Financial Corporation
575 Mystic Drive
PO Box 764
Marstons Mills, Massachusetts, 02648
tel: 508.428.3458
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. 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 Rd, Ste A
Orlando, Florida, 32814
tel: 407.855.0350
Website: www.hrdorlando.com
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 its expertise to provide clients with innovative designs 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 REALE



KOALA
77 Washington Ave, Floor 5
Clinton Hill, New York, 11205
tel: 833.562.5226
Website: 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.



SellMyTimeshareNow, LLC
8545 Commodity Cir
Orlando, Florida, 32819
tel: 877.815.4227
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, Florida, 32839
tel: 800.610.2734
Website: www.timesharesonly.com
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.

Learn More About
Each Company Online
RESORTTRADES.COM

RENTALS AND REALE



Vacatia Partner Services
2840 Fairfax St, Ste 219 Denver, CO, 80207
tel: .720.335.8983
Website: vacatiapartnerservices.com
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

RESALES



Bay Tree Solutions
115 Perimeter Center Place, Suite 860
Atlanta, Georgia, 30346
tel: 800.647.4130
Website: www.BayTreeSolutions.com
Specialty: Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners to resell their vacation ownership interests at a fair price. By avoiding desperate sellers and distressed properties and by using our consultative method, for eleven years we have repeatedly guided clients who sell for prices 30-to-50 percent higher than our closest competitors. Bay Tree provides resort operators, as well as servicing and collection agencies, with a trusted ally.

SALES TRAINING



SHARI LEVITIN
ShariLevitin.com

Levitin Group
P.O. Box 683605, Park City, UT, 84068
tel: 435.649.0003
Website: www.sharilevitin.com
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>

MEMBERS DIRECTORY

SOFTWARE



Digital Rez International Inc
Warrens Park Dr
Clermont, Saint Michael, BB11157
tel: 246.436.3739
Website: www.digitalrez.com/
Specialty: The Digital Rez Group is a global organization consolidated behind the RezExpert Software System. With offices in Canada, Barbados, and Australia, Digital Rez has been operating for over 30 years providing solutions to the accommodation and hospitality sector worldwide. Specializing in enterprise-level centralized Property Management Systems, and comprehensive Membership management for large networks and single resorts with exclusive points and rules management.



Maestro PMS
8300 Woodbine Ave
Markham, Ontario, L3R 9Y7 Canada
tel: 905.940.1923
Website: maestropms.com
Specialty: Ideally suited for independent full-service hotels, resorts, conference centers, and multi-property groups, Maestro can handle your complex PMS, Spa, Vacation Rental, and Sales and Catering requirements. With over 20 integrated modules on a single database backed by unparalleled support, it is the preferred PMS of an international clientele. A Web Browser solution on-premise or cloud, Maestro enhances the guest journey with a touchless, mobile and sophisticated personalized experience. Contact us to learn more.



Resort Data Processing
211 Eagle Rd
Vail, Colorado, 81657
tel: 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.

SOFTWARE



RNS Timeshare Management Software
410 43rd St W
Bradenton, Florida, 34209
tel: 941.746.7228
Website: www.TimeshareManagementSoftware.com
Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for timeshare 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 timeshare resort.



SPI Software
444 Brickell Ave, Suite 760
Miami, Florida, 33131
tel: 305.858.9505
Website: www.spiinc.com
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 40 years of industry experience. This includes an advanced user interface, all major integrations, and cloud-based extendable applications.



Viewpoint
6277 Sea Harbor Dr., Orlando, FL, 32887
tel: 305.491.2850
Website: viewpointweb.com
Specialty: @Work International is an IT company that has been providing software to the Timeshare Industry for over 30 years. Viewpoint is currently used by more than 100 Resorts / Clubs globally. Market Penetration: Viewpoint is used in over 85% of Australian & New Zealand resorts. And expanding globally with Resorts / Clubs using Viewpoint in the United States, India, Bali, Thailand, Greece, Egypt, the United Kingdom and many more.

STRATEGIC PLANNING



Everest NightBridge
199 S Los Robles Ave Pasadena, CA, 91101
tel: 818.384.0925
Website: www.everestnightbridge.com
Specialty: Everest Nightbridge is a source of capital for legacy timeshare resorts. Our mission is to sit on the Owners' side of the table and explore the best options for the future of the resort. We are not a property manager. We invest capital to achieve the goals set by the Owners and property managers. Everest has 26+ years' experience with owning, renovating, restructuring, refinancing and selling shared ownership residential income properties. Our focus includes strategic evaluation, simplifying the ownership structure, and investing capital on behalf of the owners. Please call us and learn why we are different from any service provider currently in the legacy timeshare world.

STRATEGIC PLANNING



Lemonjuice Capital Solutions
7512 Dr Phillips Blvd, Suite 50-345
Orlando, Florida, 32819
tel: 863.602.8804
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!

TECH SOLUTIONS



TravNow
150 Governors Square Peachtree City, GA, 30269
tel: 770.486.1181
Website: www.rsivacations.com
Specialty: We have always been known as a high service travel fulfillment company that used tech - Today we have emerged as a Tech Company that provides travel fulfillment! State-of-the-Art Hotel & Condo Platforms can integrate into your membership to encourage engagement. Tech-Driven Premium Offerings to drive membership interest and engage prospects. Stop trying to build tech, it has no ROI - we already have it for you! Call today! TravCoding.com & TravNow.com

TOWEL SERVICES



Towel Tracker
950 Vitality Dr. NW, Suite A
Comstock Park, MI 49321
tel: 616.325.2060
Website: 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.

TRADE ASSOCIATIONS



ARDA
1201 15th St NW, Ste 400
Washington, District of Columbia, 20005
tel: 202.371.6700
Website: 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.



C.A.R.E. (Cooperative Association of Resort Exchangers)
P.O. Box 2803 Harrisonburg, Virginia, 22801
tel: 800-636-5646 (U.S. & Canada)
540-828-4280 (Outside U.S. & Canada)
Website: www.care-online.org
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. Companies that possess rentable inventory or seek inventory for fulfillment set the foundation of C.A.R.E. with multiple advantageous scenarios for securing client vacations, increased inventory utilization and heightened yield management.

MEMBERS DIRECTORY

TRAVEL CLUBS



Global Connections, Inc.
5360 College Blvd, Ste 200
Overland Park, Kansas, 66211
tel: 561.212.5359
Website: www.explorepci.com
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
6277 Sea Harbor Dr
Orlando, Florida, 32887
tel: 844.724.6000
Website: ownerstravelclub.com
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.



Resort Inventory Group
40 S Broad St, Ste 200
Brevard, North Carolina, 28712
tel: 239.777.3789
Website: www.resortinventory.com/
Specialty: Resort Inventory has 170 Hotels/Resorts contracted with inventory for the Timeshare/Vacation Club industry, to provide added member benefits with locations in NYC, San Fran, New Orleans, Wash DC., FL Beaches, CA coast, and many others. Member benefits, rental revenues, and to increase the "dots on the map" to enhance the club value, provide rental revenue income, and expand your membership program.

TRAVEL INCENTIVES



BestBuy Incentives
3605 Avalon Court
Voorhees, NJ 08043
tel: 866.343.8003
Website: www.bestbuyincentives.com
Specialty: Quality custom branded travel and gift certificates designed to impact tour flow for travel clubs, resorts, and call centers. Since 1992 we have provided certificates for the best-known companies in the world. Our leadership and legendary customer care are our mark of excellence and assure you of the very best in the industry today and tomorrow. Broker inquiries are invited. Contact Karl Kramer.

INCENTIVATIONS

INCENTIVATIONS
1917 E Broward Blvd
Fort Lauderdale, Florida, 33301
tel: 800.790.8520
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. Connect with us to learn more.



True Incentive
2881 E Oakland Park Blvd, Suite 205
Fort Lauderdale, Florida, 33306
tel: 800.684.9419
Website: true-incentive.com
Specialty: We offer Incentive-based direct marketing solutions. Our clients' direct marketing campaigns benefit from our years of experience and guidance. Ask us about our digital travel incentives including airfare, cruises, hotel stays, resort vacations, and themed resort experiences such as waterparks and amusement parks throughout the US. We are committed to client success, customer experiences, with a high quality of servicing and support distinguishing True Incentive as the leader in incentive-based direct marketing. Contact us to learn more.

7 Ways Video Will Increase Your Business

Using a TradesShowcase is the most effective way to promote your business in the resort industry (and we can prove it)!

Here's why:

1. **Piggyback on the Trades' unequalled SEO.**
2. **Get on YouTube, the second largest search engine in the world.**
3. **'Touch' viewers emotionally, build trust, and draw them to you.**
4. **Increase sales exponentially.**
5. **Attract new employees.**
6. **Communicate clearly with owners/members, staff, or other stakeholders.**
7. **The Trades uses social media, email marketing, and our print magazine to promote viewership.**
8. **And, wait! There's more....**

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email AdRep@thetrades.com
and find out more about this amazingly
low-cost and effective
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https://youtu.be/szen_E9p2rE
<https://youtu.be/hQ6FswJzFrS>
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A Clever Travel Incentive Program
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NJ 08043, USA,
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the best quality, price, selection,
and performance. Low minimum
customized with a logo. Brokers
invited. 866.843.8003

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

**Jon Fredricks, CEO Welk
Resorts LLC**

**NEED
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Vacation Innovations has been redefining the timeshare resale and travel markets for more than 20 years, and we're just getting started.

With the addition of **Holiday Systems International**, our award-winning products and services drive revenue by providing **tailored travel solutions for businesses**, including:

- Owner referral programs
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- Custom membership platforms
- Employee benefit programs
- Corporate travel systems
- Travel agency booking platforms
- Tour lead generation
- Custom software solutions
- And more

How can we help you?

Visit vacationinnovations.com/services for more.



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**Liberated Guests Sing, "We Are FREE"
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INDUSTRY PROVEN

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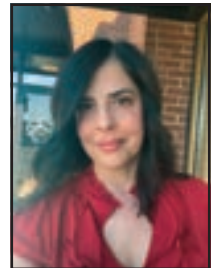
www.toweltracker.com

June Sponsor: Lifestyle Holiday Vacation Club "A Mermaids Journey"



Meet Jennifer, June's Survivor

I remember that day, it was shocking. 2020 was a bad year for me and others with the pandemic. Additionally, I had a broken foot, carpal tunnel in my right hand and spinal issues. I totaled my car when I hit a deer, my husband totaled his motorcycle and by the grace of God, we survived! My daughter was hospitalized twice with some weird kind of fever. A week after New Years, I had a routine exam and they found a lump. I thought "no big deal" it was small and insignificant. Once they did the biopsy, we found out it was carcinoma. The world began to spin. How could this happen after everything I went through in 2020? How was I going to fight breast cancer in the middle of a pandemic? I needed a mastectomy because of my history with Non-Hodgkin's Lymphoma.



I posted it out on Facebook, which made it official and now the world knew, "I had breast cancer". It was time to fight! When I had my oncology follow-up, it was decided that chemo was necessary because the pathology showed Triple Negative breast cancer. I jumped up and down, stomped my feet, and said "NO, I'm not doing that again." I had just had my breast removed so why would they think cancer was anywhere else? After a ton of convincing, I accepted chemo. They got me through it and I'm in recovery mode now. My reconstructive surgery will be taking place on November 11th. I feel tired, but free. I know this vacation would help me learn to live my best life after breast cancer and give me the insight needed to survive.

Jennifer



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

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