

# RESORT



## Trades

Resort Professionals'  
Monthly News Journal



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July 5, 2014  
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Solving for Y:  
How to Be a Content Marketer

Chad Barker

### RESALES

Putting a Stop to  
Timeshare Transfer  
Fraud

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### LEGAL

How to minimize  
challenges  
recovering  
delinquent inventory

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### TRAVEL CLUBS

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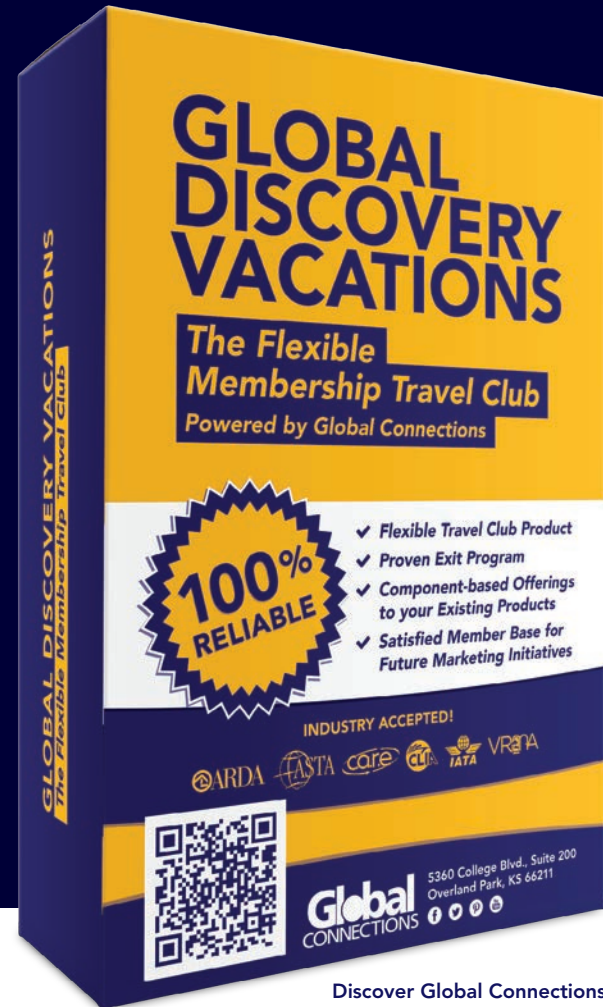


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then were sent to see an oncologist at Florida Cancer Center, where he started chemo. After he completed his first cycle of chemo he had a scan and it showed he was in remission. Approximately two months later he noticed some swelling again on his side of his neck, so we called and made an appointment. He had more scans done and they came back showing the lymphoma had come back. He immediately started new cycle of chemo which was very intense. Once this second type of chemo wasn't working, they referred us out to Moffitt Cancer Center because the cancer had become so aggressive. Moffitt started him on a brand new chemo. In July 2013 Roger had to stop working due to all the chemo and

radiation. He did several rounds of chemo and was scheduled to do a self-donor bone marrow transplant. In September of 2013 he had a bone marrow transplant, which consisted of being in the hospital for a little over a month. The bone marrow transplant was not successful. Next step was intense radiation and more chemo. He is currently undergoing the last FDA approved chemo for lymphoma. Depending on next scans results he will either be scheduled to do a donor bone marrow transplant if he is in remission or we will have to look into doing clinical trials out of state.



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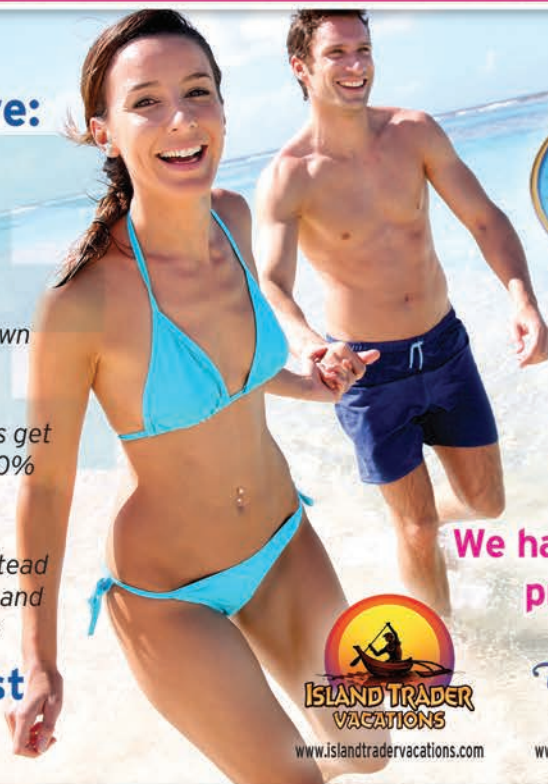
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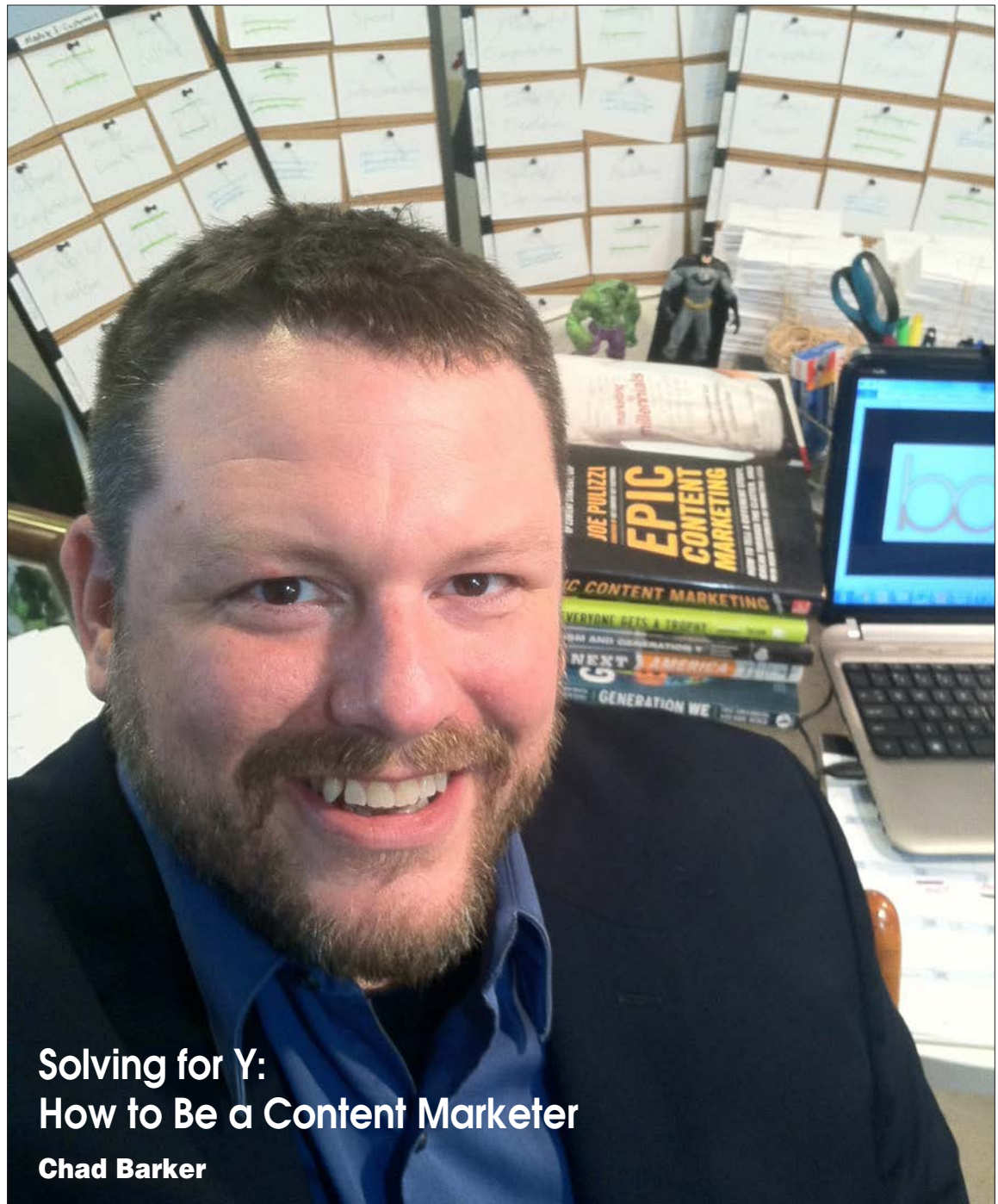
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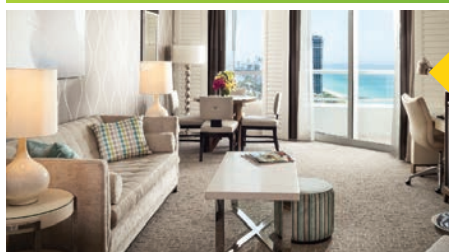
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# Trados Faces & Places:

July 2014

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

By Karen D'Agostino and  
Sharon Scott, RRP



Bill Ryczek, Colebrook Financial Company

**Colebrook Financial Company**, which provides financing for timeshare resort entities, announced recently they had closed a deal with a timeshare resort homeowners association (HOA) to assist in refurbishing two conjoining resorts – Alhambra at Poinciana and Alhambra Villas – near Kissimmee,

Florida. The loan was facilitated by the Amber Group, Inc., which manages both properties. “The loan enabled what had been a piecemeal renovation to take place in one phase, without burdening the owners with a special assessment,” said Colebrook Financial Principal **Bill Ryczek**. “A key reason for us to make the loan was the fact that the projects are professionally managed by Amber, which was able to provide us with complete information on the scope and timing of the renovation project. Many older resorts (or ‘legacy’ as they are often called) are in a similar condition and contemplating renovation projects. If a project is healthy, we may be able to help them.”



Tommy Middaugh

**Tommy Middaugh**, Vice President of Business Development for **Travel To Go**, recently endorsed **TrackResults Software**. “TrackResults serves all of our sales and marketing systems. The comprehensive reporting systems and data allows our IT department to focus on other needs of the company.”



Jeanette Bunn

“Our company prides itself on green initiatives. Not only does TrackResults slice and dice data in countless ways, it reduces our carbon footprint and overhead costs at the same time!” added President and CEO of Travel To Go **Jeanette Bunn**.



Wesley Kogelman

seeking to purchase the product. That dollar amount increased 104 percent over the same time period last year, with the dollar amount of offers to rent timeshare increasing 41 percent to \$2,526,476. “We’ve been in business for 14 years and I’ve seen many fluctuations in the market over the years, but the growth in the

resale sector demonstrates that resales are to be taken seriously by the rest of the industry,” said BuyaTimeshare.com president and CEO **Wesley Kogelman**. “Our offer numbers show that potential buyers and renters are using our site because of the transparency it provides them about the product.”

In May of this year, BuyaTimeshare.com released a list of its Top 10 most popular vacation ownership resorts as requested by consumers based on the amount of offers to rent timeshare over the last six months. The Top 10 list named:

1. Marriott's Aruba Surf Club (Aruba)
2. Casa Dorada at Medano Beach (Cabo San Lucas, Mexico)
3. Wyndham Bonnet Creek (Orlando, FL)
4. Island Seas Resort (Freeport, Bahamas)
5. Marriott's Aruba Ocean Club (Aruba)
6. Divi Aruba Phoenix Beach Resort (Aruba)
7. Divi Village Golf and Beach Resort (Aruba)
8. Ocean Beach Club (Virginia Beach, VA)
9. Marriott's OceanWatch Villas at Grande Dunes (Myrtle Beach, SC)
10. Holiday Inn Club Vacations Galveston Beach Resort (Galveston, TX)



Ray Bastin

**Ray Bastin and Lena Combs**, with **Averett Warmus Durkee (AWD)** -- Central Florida-based accountants providing assurance, accounting and tax compliance services to timeshare and vacation ownership developers, HOAs and other businesses -- addressed attendees of the Timeshare Board Members Association (TBMA) meeting in Orlando earlier this month. The two CPAs provided advice to board members on how to assess a resort's financial health saying, “Truly understanding and evaluating the financial health of your association is an ongoing task that provides great value to the association. It can

help you identify any problems or issues and take action before the problems are too big to correct.”



Lena Combs



Andrew Heslehurst, RCI Pacific Director

**RCI**, the worldwide leader in vacation exchange, announced the addition of four affiliated Ramada resorts, part of the WorldMark South Pacific Club by Wyndham: the Ramada Resort Port Douglas in tropical North Queensland; Ramada Hotel and Conference

Centre Marcoola Beach on Queensland's Sunshine Coast; Ramada Resort Phillip Island in Victoria and Ramada Resort Shoal Bay in Port Stephens, New South Wales. “We are excited to offer these four great properties for exchange,” said **Andrew Heslehurst**, RCI Pacific Director. “Ramada is a well-known global hospitality brand and we are proud to welcome its resorts to our portfolio. This affiliation is a testament to our commitment to widen the choice of holiday experiences we offer our members in the Pacific region.”

Online timeshare resale advertiser **BuyaTimeshare.com** has released offer figures for the first quarter of 2014 and the results show a considerable increase in the offers placed on timeshares for sale which are advertised through the website. The number of inbound confirmed offers to buy timeshares increased 80 percent in the first quarter compared to the first quarter of 2013, totaling \$15,980,329 worth of offers from prospective buyers

**DAE (Dial An Exchange)** the world's largest privately owned holiday exchange company, announced a spring launch of a digital version of its Holiday Access magazine. The publication, which goes to every DAE member, has news, destination features, and tips to help people get the most from both their holiday ownership and their membership of DAE. DAE managing director Europe, **Oliver Green** said: “We have email addresses for over 95 percent of our members and so this is a quick and efficient way of getting their magazine to them.”



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## RESALES

# Putting a Stop to Timeshare Transfer Fraud

By Gregory Crist



For years, many of us in the timeshare community have all been watching the “transfer” problem grow out of control like a wildfire scorching everything in its path. In fact, timeshare transfer fraud is responsible for millions of dollars in damage to timeshare owners and their Home Owners’ Associations. Over the last several years, this shadow industry has grown extraordinarily sophisticated and well-funded from their illegal operations. Until now, these groups have mostly eluded regulatory review of their deceptive trade practices, but various attorney generals have begun multi-state investigations into learning how these transfer schemes work and their all too often disastrous consequences.

The National Timeshare Owner’s Association has also been monitoring illegal transfer activity and has tracked over one hundred of these “Viking Ship” organizations across more than 10 states connecting to and through the borders of Canada and Mexico. Typically structured as Limited Liability Corporations (LLC’s) and Trusts, these illegitimate acquisition companies are actually owned and controlled by a small but growing network of bad operators who strategically prey on HOA rosters. While ARDA-ROC has campaigned in various states for protective legislation, they have found only limited success to date in Florida, Colorado and Massachusetts. Challenged by opposing factions and a multitude of state laws in need of considerable overhaul, the leadership in the timeshare industry and community has recently begun turning to each other to find new transfer solutions

with a sense of responsibility that is fair and equitable to both individual owners and HOAs alike.

To slow down fraudulent transfer activity, resort managers have also turned to the “Timeshare Transfer Registry” which is a centralized database designed for HOA’s to verify new ownership requests. Subscribers are quickly able to identify organizations or individuals who have previously demonstrated a pattern of not paying annual fees or who have placed properties into known shell corporations. Once loaded with fully assumed properties acquired from unsuspecting individual owners, an asset less company is then dissolved leaving annual fees unpaid and uncollectable. A management company can begin to shield their associations by sending a suspect organization attempting to transfer a timeshare to an unknown or unverifiable third party a letter that simply states, “Your transfer request has been denied!”

Since these con artists frequently change corporate identities to stay ahead of new fraud tracking technology, developing transfer education materials for HOA members can be an important next step in protecting your owners. Consider using newsletters, email updates or other means of communication to provide advisory warnings to owners in advance. By doing so, you can help stop owners from being lured down the trail of spending thousands of dollars in upfront fees. For those who have already contracted with suspect organizations and/or who fail to transfer, owners should be urged to seek refunds

through their credit card companies and file regulatory complaints with state agencies.

“We are educating our owners through various methods about these illegal operations”, says Dale Goodman, president of Goodmanagement, a Virginia-based timeshare association management company. “It is great that this message is also being told and reinforced by the NTOA, the American Resort Development Association and others,” he added. Goodman is an industry veteran and ARDA member who created and applied these best practices early on to protect the HOAs he manages.

As a national organization, the NTOA develops and supports educational modules, attends association meetings and works with management companies to develop easy to implement best practices to avoid transfer fraud. It also reminds its own members who seek to transfer timeshare, that it is the owners’ responsibility to know specifically who their timeshare is being transferred to. While legitimate transfer services do exist, timeshare owners need to know that these companies do not solicit by telephone, send postcards or hold seminars at local area hotels.

It’s time to put these “Viking” groups on notice that the “tide” on illegal transfers has turned! Working together, we can put a stop to this “transfer” problem and the criminals who



continue to defraud developers, associations, management companies and many thousands of individual timeshare owners.

Gregory Crist is the CEO of the National Timeshare Owners Association and is actively involved in consumer protection initiatives with other timeshare organizations including ARDA, ARDA-ROC, TATOC, CRDA, TBMA and DAE. For nearly 20 years, the NTOA has been serving timeshare owners and their vacation ownership interests. Email Greg@ntoassoc.com or Call 844-ASK-NTOA.



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# How to minimize challenges recovering delinquent inventory

By Tara C. Early, Esq.

One of the most problematic areas of concern for owners' associations today is delinquent assessment owners. Combined with fraudulent resale practices, associations are facing an uphill battle in clearing out non-paying owners and replacing them with performing owners. Older and legacy resorts face an even tougher challenge as they generally lack the funds needed to initiate proceedings to get the units back, and lack the sales force to resell the units once they are recovered. There are a few steps the association can take to minimize these impacts.

**A simple but effective method of avoiding problems getting inventory back is to educate the owners about resale fraud, and have information easily available on the owner's association's website.**

At the end of the day, associations need performing owners who stay current on their assessments. Owner's associations that still have some affiliation with their developer can work out an agreement whereby the association will waive the past due assessments if the developer forecloses and resells the units for them. Or, the association can work with a trustworthy resale or management company to assist with resales once the inventory is recovered. Smaller law firms may be able to work out contingency fee arrangements to handle the foreclosures at cost and be paid upon resale.

Many states have adopted non-judicial or "trustee" foreclosure sales which can positively impact the cost and timing of a foreclosure. In many states the association can appoint a trustee that can handle the foreclosure from start to finish without ever using the court system.

If at all possible, take steps to avoid a timeshare interest having to go through probate when an owner dies. Some states, including Florida, require a timeshare located in Florida to be probated in the county where the timeshare is located. While avoiding the unlicensed practice of law, it is extremely beneficial to put title in the names

of the owners as joint tenants with rights of survivorship. That way, if one party is deceased, the other party owns the unit and can deed it back if needed. Allowing or assisting owners to add names of children (over 18) or heirs to the title allows children or heirs to deed the unit back upon death of the original owners if ownership is no longer desired. .

A simple but effective method of avoiding problems getting inventory back is to educate the owners about resale fraud, and have information easily available on the owner's association's website. Getting inventory back from resale "Viking ship" companies can be tricky. While Viking ships will offer to give a deed back for some nominal fee, obtaining clear title from these Viking ships is another issue. Many are non-existent or defunct companies, and if a title company cannot verify the grantor has authority for the company (such as a corporate resolution), the deed back may be invalid, leaving foreclosure as the only viable option for recovering the interval. Refer owners to ARDA-ROC and <http://www.ardaroc.org/transfer> and provide information relating to resale fraud issues rather than hide it from owners.

To avoid sliding down a delinquency hole that will only get harder to get out of over time, associations should create and follow an active plan to maintain and deal with delinquencies annually. The longer a delinquency sits, the more difficult it will be to collect or recover the inventory.

*Tara C. Early, Esq.  
Managing Partner of Stanton & Gasdick, PA  
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Orlando, FL 32801  
(407) 423-5203*

*Bio: Stanton & Gasdick, P.A. has been a part of the timeshare industry for over 25 years. Tara Early focuses her practice on representing developers and owners' associations in need of title, escrow, and foreclosure/recovery services.*



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--Richard Ragatz, Ph.D., Ragatz Associates

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--James R. Danz, RRP, Timeshare Marketing Professional

"We have been very pleased with Sharon's writing capability. She's a great communicator."

--T.L. Spencer, CEO and COB, and Wes Spencer, Timeshare Sales & Marketing Professionals



"When Sharon first started work as an ARDA staff person, we were impressed by her dedication, enthusiasm and zeal for building closer relationships between the association and its members...."

--Stephany A. Madsen, RRP, Senior Vice President - Special Projects, Retired, American Resort Development Association (ARDA)



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## REPUTATION MANAGEMENT

# How do you Choose the Best Online Reputation Management Company ?

by Walter Halicki Jr.

Timeshare and the travel industry as whole have not always enjoyed the best reputation. In fact, the public's perception of the word "timeshare" has such a negative connotation that the American Resort Developers Association (ARDA) has come up with a reputation management task force to change the public's perception of what timeshare is to reflect the incredible vacation opportunities that owning a week or weeks at a timeshare resort truly affords. Timeshare/vacation ownership has evolved to offer flexibility and the programs are great. Sometimes the way the products are sold is the issue.

More and more timeshare resorts are moving towards hiring an online reputation management firm to help them manage the way that they look online. Oftentimes, people who have felt buyer's remorse trash the marketer. Other times, clients who have issues with the marketing (the gifting) are the ones that can post negative reviews online.

Situations like these prove why online reputation management for timeshare resorts is so vital to running a successful business in the industry. Even if the resort receives

rave reviews on TripAdvisor and the front page of the timeshare's Google search results are spotless, this doesn't mean that down the line, something negative might not surface. Companies therefore need to be proactive in managing their reputations, regardless of their current status in the online world.

"It's really astounding to see how many timeshares put so much effort and resources into aggressive marketing campaigns for their resorts, yet many have nothing set up to protect their online image," said reputation expert and president of Reputation Maxx, Walter Halicki, Sr. "This is where timeshare resorts and clubs are dropping the ball – not making sure that their image is positive when prospective owners look them up online."

Here are some things to consider when choosing an online reputation management expert to represent a timeshare resort:

### 1. An understanding of the industry.

There are many things to consider when representing a timeshare resort, which is why choosing an online reputation management firm with experience and

expertise in this industry is crucial. An online reputation management firm that knows the ins and outs of timeshare will understand the issues that resorts and travel clubs are facing including cancellation rates, retention, drawing in a younger

multiple hats, meaning that they do online reputation management as well as several other business offerings that are not directly related to improving a company's image online. The field of reputation management is constantly evolving, as new Google updates come out, new methods are discovered and new platforms are created. It is an ever-changing industry that requires one's full attention to master. Be wary of companies that claim to "offer it all."

Be aware there is no "quick fix." A thread in a review site such as Rip-Off Report will not disappear overnight. So if a firm is pitching this and showing before and after screen shots, beware: This is major red flag.

"Companies see there is a market in this industry, and simply say, 'Yes, we offer ORM too,'" adds Halicki. "But there is a lot that goes into ORM, keeping up with updates to platforms, search engines, etc. The business has changed so many times since I began, I cannot even recall all the changes, and we are only talking about a five-year span."

### 3. A negative web presence.

The biggest thing to remember when considering an online reputation management firm is to look and see what they look like online.

"Do your homework," said Halicki. "Would you want to hire a company that can't even keep their own online reputation clean?"

Also some of these companies are new, not that there is anything wrong with a new company, per se, but are they in the game because there is money to be made, or are they a legitimate company. Effective companies will obviously charge a fee, but be sure the one you hire knows how to adapt to this ever changing market.

### 2. Online reputation management is the firm's main priority.

There are many different online reputation management firms to choose from. Just five years ago, the field was still an emerging market that has quickly gained momentum and is now offered by countless businesses that claim to be reputation experts. The problem is that many of these companies wear

cliente and more. Experience in the industry is truly paramount to running a successful online reputation management campaign.



Walter Halicki Jr. is president of the reputation management firm of Reputation Maxx at <http://www.reputationmaxx.com>, specializing in the timeshare, or vacation ownership, resort industry.

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- Discounts on purchases of AIF sponsored industry research
- Subscription to *Developments Magazine*, as well as the opportunity to contribute your expertise and gain recognition throughout the industry [www.arda.org/developments](http://www.arda.org/developments)
- Discounts on registration fees to attend the Annual ARDA World Convention and Regional Meetings. Date and location information: [www.arda.org/meetings](http://www.arda.org/meetings)
- Access to the HOA Toolbox at [www.arda.org/HOAoutreach](http://www.arda.org/HOAoutreach)

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# Solving for Y: How to Be a Content Marketer

By Chad Barker

Gen Y doesn't care about your company. They don't care about your sales process. And, they don't really care about your products or services, either. All they care about is their own needs. If they think about you at all, it is to ask, "How can you help me meet those needs?" To be fair, this is the mindset of customers off all ages, but because they have been constantly bombarded with every kind

of commercial, banner, pop-up, post, jingle, and come-on under the sun, Gen Y has developed the most sophisticated filtering skills in human history. So, if you want to cut through all the noise and get Gen Y to listen to you, then you need to stop telling them how great you are and start showing them. Welcome to the age of content marketing.<sup>1</sup>

## Not the Next Big Thing

Content marketing may be exponentially more important in the Digital Era, but it is nothing new. In 1895, (John) Deere & Company published the first issue of *The Furrow*, a magazine designed not to sell tractors (at least not directly), but to educate farmers on how to be better farmers. The stories were written by journalists, not ad men, and covered topics that were genuinely important to the agricultural community. Almost 120 years later, *The Furrow* is the largest-circulated farming magazine in the world.<sup>2</sup> John Deere was not alone in realizing that giving information away was a great way to get eyeballs. Consider Michelin (whose guide helps motorists find quality lodging), Procter & Gamble (who created the first "soap operas"), and Guinness (whose book of records has been resolving bar bets for almost 60 years). Today, giants like IBM, Coca-Cola, and GE are leaders in producing thoughtful, engaging content, but many smaller, younger-skewing brands – Red Bull, Anthropologie, Etsy, and others – are also dominating their markets by leveraging this technique across a myriad of platforms.

## But, What Is "Content Marketing"?

At its core, content marketing is a simple idea: if you give your customers something of value, they are more likely to come back for more. What do I mean by "something of value"? Well, think of it this way: let's say I want to know how to tie a bow tie (hey, this actually happens more than you'd think). What would I do? I'd run a Google search and find a video that walked me through the steps. What would I not do? Click on an artfully-lit Armani ad of a guy wearing a bow tie. That does me no good. But, now let's say that it was Armani who produced the aforementioned video, and I found it helpful. They may not have sold me a bow tie that day (in this scenario, I probably already had one), but they earned something much more valuable – my attention. So, maybe the next time I want to know something about suits, belts, or cufflinks, instead of starting from scratch, I will go straight to the Armani website. And, the more I grow to depend on their information, the more I trust them. Perhaps more importantly, as a brand advocate, I will be more likely to share their content amongst my social networks.

## Where Do I Start?

There are so many types of content (blogs, articles, podcasts, newsletters, videos, infographics, etc.), and so many content platforms (Facebook, YouTube, Instagram, Twitter, StumbleUpon, traditional print publications<sup>3</sup>, etc.) that it may seem







overwhelming to even try to crack the door on this stuff. Well, here's the good news: you don't have to win the Internet. In fact, you'd be crazy to try. To begin a content marketing program, start by asking two questions: 1) What do my customers really care about?, and 2) Where are they looking for it? If you don't know the answers already, then you have some research to do. There are some very sophisticated programs and companies out there who can help with this, but Google Trends and Google Analytics can take you pretty far for free. Also, don't be afraid to ask your customers; they will be more than happy to tell you how you can better meet their needs.

#### Slow and Steady

Whatever you find out, don't try to go too big too soon. One of the most common mistakes that companies make with content marketing is to come out delivering blazing-hot content, across numerous channels, only to peter out after a few months. Getting your customers hooked, then failing to deliver consistently, is worse than doing nothing at all. Don't launch a daily blog until you can sustain a weekly one (and have at least six-week's worth of content on backup); don't create five social media profiles until you can handle two or three. Above all, think like a publisher. View yourself as a media company that happens to also sell widgets. That means you need to produce quality content that follows an editorial calendar. It can be informational or amusing (ideally both), and it should have personality; it cannot be bland or, worse, a thinly-disguised advertorial.

#### A Final Word

None of this is to say that you should ignore traditional advertising. There will always be a place for the slick ad or clever campaign; however, marketing to Gen Y will increasingly mean that you need to offer something unique to first capture their attention. If you strive to speak to their needs, instead of talking about yourself, then the sales will come. But, if you strive only to make sales, then you'll be speaking to nobody.

<sup>1</sup> Big ups to Joe Pulizzi, who actually coined the term "content marketing," and whose excellent book, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*, New York, McGraw-Hill, 2014 was instrumental in the creation of this article.

<sup>2</sup> *Ibid.*, 15.

<sup>3</sup> By the way, Pulizzi makes an extremely compelling argument that print is coming back in a big way. *Ibid.*, 176-80.

Chad J Barker is president of Barker & Associates, a training and consulting firm specializing in Gen Y and the timeshare industry. His "Solving for Y"

blog can be found at [www.barkerandassociates.net](http://www.barkerandassociates.net). He lives in Portland, Oregon with his Gen X wife and Gen Y daughter.



# MEMBERS DIRECTORY

## ARCHITECTURE AND INTERIOR DESIGN



CREATIVE • DESIGN • CONCEPTS

### Creative Design Concepts, Inc.

2245 First Street, Suite 106  
Simi Valley, CA 93065 USA  
Phone 1: 805.583.0722  
FAX: 805.583.0279  
Email: administration@cdcsv.com  
Website: www.cdcsv.com  
Specialty: Creative Design Concepts is a turn-key Interior Design and Purchasing firm based in Simi Valley, California. We specialize in the Vacation Ownership and Hospitality Industries, and have been providing outstanding interiors for our clients for over 20 years. Our extensive experience and broad knowledge allow us to offer a competitive advantage to our clients. All staff members are seasoned professionals who understand the importance of budget demands, design needs and on-time delivery requirements.

## BUSINESS INTELLIGENCE



### TrackResults Software

5442 South 900 East Suite 203  
Salt Lake City, UT 84107 USA  
Phone 1: 888-819-4807  
Email: sales@trackresults.net  
Website: www.trackresults.net  
Contact: Drew Reynolds  
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· Secure web-based reporting software for your Sale Centers and marketers.  
· Web based Manifesting displays instant real-time results on your secure, private web-page.  
· Generate reports that focus on how to increase VPG on tours while reducing costs.  
· No installation, equipment or IT department required.  
TrackResults is designed and managed by a team with over 50 years of resort industry experience to be easy to use, fool-proof and completely intuitive. TRS makes your sales and marketing data simple to analyze at a glance.

## CERTIFICATE FULFILLMENT



### Creative Marketing Incentive Group

2831 Camino Del Rio S., Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email: Info@creativemarketingincentives.biz  
Website: www.CreativeMarketingIncentives.biz  
Motto: Our reputation speaks loudly!  
Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers.... EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?

## CERTIFICATE FULFILLMENT



### Perfekt Marketing

3015 S 48th St  
Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## CLEANING SERVICES



Housekeeping Services

### Jani-King International Inc.

16885 Dallas Parkway  
Addison, TX 75001 USA  
Phone 1: 800-552-5264  
Phone 2: 972-991-0900  
Email: gsanchez@janiking.com  
Website: www.janiking.com  
Contact: Gil Sanchez, Hospitality Division Director, ext 136  
Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. The following list gives you an idea of our many areas of expertise:  
· Unit Cleaning and Inspection  
· Management and Supervision  
· Laundry Operation and Linen Distribution  
· Carpet/Floor Maintenance  
· Kitchen/Amenity Inventory and Replacement  
· Preventive Maintenance Program  
· Post-Construction Clean-Up  
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"Jani-King takes care of your housekeeping needs so you can take care of what's really important. Your guests."



MASTERCORP  
THE RESORT HOUSEKEEPING LEADER

A Passion for Cleanliness

### MasterCorp Inc.

3505 North Main Street  
Crossville, TN 38555 USA  
Phone 1: 800-489-1718 ext. 4403  
FAX: 931-484-1775  
Email: r.hale@mastercorpinc.com  
Website: www.mastercorpinc.com  
Contact: Russ Hale  
Specialty: Specialty: With over three decades of service, MasterCorp is the premier provider of housekeeping services to the resort timeshare industry. MasterCorp is a trusted, professional partner with:  
· The 7 Steps to Clean™ process  
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· A quality-audit readiness & inspection system  
· The MasterMind™ housekeeping management app  
· Staffing – forecasting, recruiting, retention  
· E-verify and staff background checks  
· Integrated staff training & development  
· Laundry management  
· Carpet, upholstery and drapery cleaning  
· Detailed maintenance cleaning  
· Award-winning management  
· A culture of cleanliness, timeliness, & caring  
"The Most Trusted Name in Resort Housekeeping"

## CLIENT GENERATION



### Casablanca Express

6300 Canoga Ave. Ste 550  
Woodland Hills, CA 91367 USA  
Phone 1: 800-370-9153 Ext 7102  
FAX: 818-992-3400  
Email: nick@casablancaexpress.com  
Website: www.casablancaexpress.com  
Contact: Nick McClendon  
Motto: Travel for less with Casablanca Express  
Specialty: Travel Premiums, Day Drives, Mini-Vacs, and Lead Generation. Over the last 30 years we have traveled over 2,000,000 passengers through our travel premiums and generated over 300,000 Mini-Vac and Day Drive tours for Vacation Clubs and Timeshare Resorts. Our competitively priced Accommodations with Airfare, Cruise, and Accommodations Premiums will increase response rates, boost show factors and raise your VPG. Our customer friendly fulfillment process and highly trained staff will minimize customer issues and enhance customer loyalty.



Integrated Marketing Solutions, Inc.

### Interactive Marketing Solutions

1328 Capouse Ave.  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Website: www.myvacationgifts.com  
Contact: Sean Kelly  
Subhead: Interactive Marketing Solutions  
Specialty: We specialize in Day Drives for Travel Clubs and Timeshare Resorts. We have over 20 years experience in delivering high quality tours. We can service your needs with outbound or inbound telemarketing. Our confirmation calls are recorded for quality assurance. We do not broker tours. Our seasoned staff produces and confirms all tours in house. Contact Sean Kelly at 570-814-0749 today to design an inbound or outbound program that will have tours generating immediately. See your revenues and VPG increase tremendously, even in today's economy.



MARKETING DECISIONS INC

### Marketing Decisions Inc.

774 Mays Boulevard, Suite 9  
Incline Village, NV 89451 USA  
Ph 1: 775-831-9732 FAX: 775-831-5208  
Email: dwagner@marketingdecisionsinc.com  
Website: www.marketingdecisionsinc.com  
Contact: David M. Wagner / Heather A Wagner  
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
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· Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
· Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis

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Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## COLLECTION SERVICES



BLACKWELL  
RECOVERY

### Blackwell Recovery

4150 North Drinkwater Boulevard  
Ste. 200  
Scottsdale, AZ 85251 USA  
Phone 1: 800-451-0801  
Phone 2: 480-214-2995  
FAX: 480-281-3136  
Email: kderry@blackwellrecovery.com  
Website: www.blackwellrecovery.com  
Contact: Kyle Derry, Director of Operations and Business Development  
Specialty: Blackwell Recovery sets the new standard in the collections industry. By providing third-party collections services that are truly innovative and game changing, Blackwell Recovery becomes your most reliable partner.  
Collections:  
· Internet Account Information / on-line payments  
· Credit Reporting to the Three Major Agencies.  
· PCI-DSS Compliant  
· SSAE16-Type II Reviews  
· FDCPA and State Regulations Compliance.  
· Skip Tracing Department.  
· Automatic Debit and Electronic Funds Transfer  
· Customized Reporting Packages  
· Bilingual Collections Staff



### Conrad Companies

476 West Vermont Avenue  
Escondido, CA 92025 USA  
Phone 1: 800-8-CONRAD  
FAX: 760-735-5020  
Email: info@conradco.com  
Website: www.ConradCo.com  
Specialty: Providing a "one stop shop" for all aspects of receivable management, from point of sale to servicing, purchasing, default collections and litigation. Conrad is a group of companies headquartered in San Diego, CA for over 24 years. Conrad's success is characterized by its founding belief that "Every client is unique and vitally important".  
The Conrad Companies consists of:  
· Conrad Credit Corporation (CCC), a national collection agency  
· Conrad Acceptance Corporation (CAC), a consumer finance and servicing company  
· Approval One, a state wide collection agency  
· Conrad Asset Team, a company that provides litigation services

## COLLECTION SERVICES



## ResortCom International LLC

International Headquarters  
404 Camino del Rio South, 4th Fl  
San Diego, CA 92108 USA  
Phone 1: 619-683-2470  
FAX: 619-683-2077  
Email: Alara@resortcom.com  
Website: www.resortcom.com  
Contact: Alejandro Lara  
Motto: 25 Years of Innovation  
Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Lead by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.

## COLLECTION SERVICES



## Timeshare Resolution Services

A Division Of Advantage Travel, LLC

## Timeshare Resolution Services

4259 S Florida Ave  
Lakeland, FL 33812 USA  
Phone 1: 1-800-204-4788 763  
Email: rodm@atclubs.com  
Specialty: Turning severely delinquent receivables and assessments into cash for HOA's and Developers. Resolving inactive or dissatisfied owners takes a skilled sales representatives that can professionally address the real issues and provide unique options. Give us a call to learn about our success stories and how our approach can generate substantial bottom line revenue for your resort.

## Resort Trades Testimonial

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

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

## COMPUTERS AND SOFTWARE



## Advanced World Concepts Inc.

2237 Del Mar Scenic Parkway  
Del Mar, CA 92014  
Ph 1: (858) 755-8877  
FAX: (858) 755-2754  
Email: sales@prsystem.com  
Website: www.prsystem.com  
Contact: Bill Chaffee  
Specialty: The PRA System is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. The system is Internet based for data access anywhere and delivers unique navigation, tracking, analysis tools, reports and charts that set the standards for reserve management. It guides the user to a desired solution without the need of software or accounting knowledge producing the most optimized contribution. What normally would take weeks to produce can now be done in hours. The conscientious and professional choice of Starwood Vacation Ownership, Club Melia, Welk Resort Group, Vacation Resorts International and Island One Resorts.

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Phone 1: 850-960-1661  
Email: support@selectsoftwareinternational.com  
Website: www.selectsoftwareinternational.com  
Contact: Keith Wetzel  
Specialty: Property Management software for Timeshares, Condos, Hotels/Motels, B&Bs, Public and Member Campgrounds, Land Sales and Property Owner Associations.  
Software modules: Sales/Marketing/Tour Tracking, Reservations/Rentals, Fees/Taxes Receivable, Contracts/Notes Receivable, Internet Reservations, Internet Owner Portal, Accounts Payable and General Ledger. The programs may be used in a stand-alone or fully-integrated mode and you only need to purchase those you want.  
Select Software has been in business for over 20 years and some of our clients have been with us that long. We have TOP NOTCH SUPPORT and GREAT PRICES. Give us a call.

## Resort Trades Testimonial

Have been using your guide for years as a maintenance supervisor. Very helpful in finding hard to find items.

Leonard F.

# Trades Faces & Places:

Continued



Mid-America Resorts  
CEO Tom Fannon

SPI, the timeshare industry's premier software provider, announced they have installed their Orange Enterprise system for **Mid America Resorts**, located in Owensville, Missouri. "We purchased SPI's system in order to coordinate the myriad types of functions required by an independently managed,

multiple-use project," says **Tom Fannon**. Fannon is the Chief Executive Officer of Mid-America Resorts, which includes Riata Ranch and Lost Valley Lake Resort. "Our team is excited to have all of the data in one system which acts as an efficiency multiplier and can be used by every department."

**ResortCom International** Vice President of Marketing and Sales Services **Frank Ingrande** announced the company has expanded its services to include marketing. Due to a specific request to develop a comprehensive owner referral



ResortCom VP  
of Marketing & Sales  
Services Frank Ingrande

to offer these marketing services to other existing clients. And now, the highly respected company offers these services to new clients as well.

Alex Marxer, President of **ResortCom International**, spoke recently at the 15th Annual Call Center Week. His topic "The Quest for the Modern Contact Center" was based on the cultural transformation ResortCom made in the past year. According Marxer, "Zappos inspired us to undergo a cultural transformation which became the center piece of our call center success. We make fantastic



ResortCom President  
Alex Marxer

customer service a profit center. Our philosophy combines the spirit of innovation and partnership. We keep our clients' portfolios healthy and cash flow strong while ensuring a positive experience for owners and members through online self-service and a customer service staff with a concierge-like attitude."

Owned and managed by **Global Connections, Inc. (GCI)**, Sea Shells Beach Club in Daytona Beach, Florida, recently received the 2014 TripAdvisor Certificate of Excellence, which honors top-rated lodging businesses, restaurants, and attractions, that consistently achieve outstanding traveler reviews on TripAdvisor. The Certificate of Excellence is awarded to only the top-performing 10 percent of businesses listed on TripAdvisor. To qualify, businesses must maintain an average rating of four or higher out of a possible five from travelers'

# MEMBERS DIRECTORY

## COMPUTERS AND SOFTWARE



**TrackResults Software**  
 5442 South 900 East Suite 203  
 Salt Lake City, UT 84107 USA  
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 Contact: Drew Reynolds  
 Specialty: TrackResults. All the KPI you ever need, available at your finger tips, in seconds not days.

- Secure web-based reporting software for your Sale Centers and marketers.
- Web based Manifesting displays instant real-time results on your secure, private web-page.
- Generate reports that focus on how to increase VPG on tours while reducing costs.
- No installation, equipment or IT department required.

TrackResults is designed and managed by a team with over 50 years of resort industry experience to be easy to use, fool-proof and completely intuitive. TRS makes your sales and marketing data simple to analyze at a glance.

## CONSULTING



**WOW Services Group**  
 7582 Las Vegas Blvd. South, Suite 528  
 Las Vegas, NV 89123 USA  
 Ph 1: (702) 800-7020  
 FAX: (866) 508-5368  
 Email: sales@wowresorts.com  
 Website: www.wow4resorts.com  
 Contact: Jay Edmondson  
 Specialty: WOW Services Group offers small to medium sized resorts necessary resources at affordable prices. The expensive Property Management System(PMS), the hard to maintain and costly websites, the cost prohibitive online reservations and member account management programs, online rental bookings, member benefit and value add programs, online staff training, are now all available at an unbelievable price. "One Price for All" is the philosophy at WOW Services Group. Our solutions are affordable for each resort no matter how small. We believe in creating efficient solutions at an affordable rate.

## DIRECT MAIL AND MARKETING



**Market Approach Consulting**  
 P.O. Box 788, Lorena, TX 76655 USA  
 Phone 1: 866-410-7017  
 Email: Sales@marketapproach.net  
 Website: www.marketapproach.net  
 Contact: Wade McLean ext 102  
 Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:

- Direct Mailing Lists
- Telemarketing Lists
- Timeshare Owners Lists
- Online Lead Generation
- Co-Reg Leads
- Real-Time Sweeps leads
- Call Transfers
- Buyers w/Credit Card
- Internet Responders
- Golf List Specialist
- Response & Lifestyle Lists
- Database Management
- Opt-in Email Programs
- Merge/Purge & Suppression Services
- REFERENCES READILY AVAILABLE

Find out why our clients keep coming back!

## DIRECT MAIL AND MARKETING



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 Phone 1: 602-453-3333 ext 4502  
 FAX: 602-453-3337  
 Email: tkelly@perfektmarketing.com  
 Contact: Tom Kelly  
 Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.



**Savage Direct Marketing**  
 215 3rd Avenue,  
 Kirkland, WA 98033 USA  
 Ph 1: 425-822-8633  
 FAX: 425-822-8623  
 Email: pauls@savagedm.com  
 Website: www.savagedm.com  
 Contact: Paul Savage  
 Subhead: Savage Direct Marketing  
 Specialty: Marketing services include:

- Day-Drive Tour Generation
- Mini-Vacation Programs
- Fly & Buy Mini-Vacation Programs
- Direct Mail Marketing
- Email Marketing
- Owner/Member Referral Programs
- List Targeting/Acquisition
- Premiums Incentives
- Marketing Consulting

2013 Marketing Tour Generation  
 Highlights...  
 "Day-Drive" tours now sold to you!  
 "Mini-Vacs" closing over 20%, with over \$2,900 VPG  
 "Fly & Buys" closing over 40%, with over \$5,200 VPG  
 "Owner-Member Referral" tours closing 30-40% plus!  
 Contact Paul Savage at 425-822-8633 or pauls@savagedm.com today for a FREE No-Obligation Marketing Proposal and Recommendation

## DISINFECTANTS/INSECTICIDES



**STERI-FAB**  
 Phone 1: 1-800-359-4913  
 Website: WWW.STERIFAB.COM  
 Contact: Richard B. Jacobs  
 Specialty: STERIFAB has had a storied history since 1967 as the only EPA registered product that is both a disinfectant and insecticide. This unique product kills bed bugs, viruses, mold, mildew bacteria, odors, lice, fleas and ticks. Registered for use in all 50 States, this ready to use product dries quickly and will not stain. Available through a wide network of distributors, it is available in plastic pints, gallons and 5 gallon containers.

## ESCROW COMPANIES



**Stewart Vacation Ownership**  
 3275 West Hillsboro Blvd., Suite 206  
 Deerfield Beach, FL 33442 USA  
 Ph 1: 954-418-4550 FAX: 954-418-4551  
 Email: chermann@stewart.com  
 Website: www.stewart.com  
 Specialty: Because your title experience should be as pleasant as your location. At Stewart we strive to make the title and escrow process as relaxing as your development. Whether you're planning a new resort community or looking for smoother securitization and title insurance procedures, we will work with you to meet your exact needs.

- National title and escrow services for deeded and non-deeded developments
- Unrivaled, proven inventory control
- Trustee services
- Foreclosure services solutions
- Title transfer solutions
- Fractional interest
- Paperless closing and electronic vault solutions
- Custodial services
- Document storage solutions
- Fractional interest

## EXCHANGE COMPANIES



**Dial An Exchange LLC**  
 7250 N 16TH ST STE 402  
 Phoenix, AZ 85020 USA  
 Phone 1: (800)468-1799  
 Phone 2: (602)516-7682  
 FAX: (602)674-2645  
 Email: Fermin.C@daelive.com  
 Website: www.daelive.com  
 Contact: Fermin Cruz  
 Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:

- A free membership option
- A Gold Advantage membership option
- 24 hour access to live worldwide inventory
- Prepaid exchange voucher programs
- Prepaid bonus week voucher programs
- Revenue share programs
- A Brandable exchange platform that can be used as a compliment to any internal exchange program

## HOSPITALITY INTERIOR DESIGN



**Creative Design Concepts, Inc.**  
 2245 First Street  
 Suite 106  
 Simi Valley, CA 93065 USA  
 Phone 1: (805)583-0722  
 FAX: (805)583-0279  
 Email: sfizdale@cdcsv.com  
 Website: http://www.cdcsv.com  
 Specialty: Creative Design Concepts is a turn-key Interior Design and Purchasing firm based in Simi Valley, California. We specialize in the Vacation Ownership and Hospitality Industries, and have been providing outstanding interiors for our clients for over 20 years. Our extensive experience and broad knowledge allow us to offer a competitive advantage to our clients. All staff members are seasoned professionals who understand the importance of budget demands, design needs and on-time delivery requirements.

## HOSPITALITY INTERIOR DESIGN



**Hospitality Resources & Design Inc**  
 919 Outer Road, Suite A, Orlando, FL 32814  
 Phone 1: 407-855-0350 FAX: 407-855-0352  
 Email: rich@hrdorlando.com  
 Website: www.hrdorlando.com  
 Contact: Richard Budnik  
 Specialty: Hospitality Resources & Design is a licensed interior design firm with in-depth knowledge and experience in all segments of the hospitality industry. Their services include interior design, LEED AP, kitchen & bath design, purchasing, project management and installation. They are active members of ARDA and its Chairman's League where they have won numerous interior design awards for their creativity. Their mission as a company is to provide exceptional service and to exceed their client's expectations.

## HOUSEKEEPING SERVICES



**Housekeeping Services**  
**Jani-King International Inc.**  
 16885 Dallas Parkway  
 Addison, TX 75001 USA  
 Ph 1: 800-552-5264 Ph 2: 972-991-0900  
 Email: gsanchez@janiking.com  
 Website: www.janiking.com  
 Contact: Gil Sanchez, Hospitality Division Director  
 Specialty: Jani-King provides housekeeping and cleaning services to timeshares/resorts worldwide. Jani-King is trusted by industry leaders for our commitment to owners and guests' satisfaction. Our superior quality control system ensures accountability on our side so that your resort receives unmatched service. Jani-King's approach to housekeeping provides our clients with multiple cleaning options:

- Turn-Key Housekeeping Operations
- Unit/Villa Cleaning
- Unit/Villa Inspections - Jani-King's QA Program
- Housekeeping Management Services
- Trained Supplemental Housekeeping Personnel -All Positions
- Laundry Operations & Linen Distribution
- Deep Cleaning Programs
- Floor Care Programs
- Front-of-House Cleaning Programs
- Back-of-House Cleaning Programs

"Partnering Through Housekeeping"



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

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

"The Most Trusted Name in Resort Housekeeping"

## INTERNET MARKETING

**Market Approach Consulting**

P.O. Box 788,  
Lorena, TX 76655  
Phone 1: 866-410-7017  
Email: Sales@marketapproach.net  
Website: www.marketapproach.net  
Contact: Wade McLean ext 102  
Specialty: Expose you to the latest in "Internet Marketing" Capabilities to include:

- Opt-In Email Marketing - targeted by lifestyle
- E-Survey - post a question on a national survey & receive respondents' information
- Email Address Append - need to converse with your clients via email and don't have their email address? We can provide them.
- Postal & Email Address marketing - market to one and follow up with the other
- Competitively Priced Online Lead Generation
- Co-Reg Leads
- Real-Time Sweeps leads
- Call Transfers

In an age of a diminishing telemarketing universe, Opt-in Email can be a great supplement to your marketing efforts.

## LEAD GENERATION

**Perfekt Marketing**

3015 S 48th St., Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

### Resort Trades Testimonial

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

Steve Drummond  
President of Destiny Resorts, Inc.

## LENDING INSTITUTIONS

**CapitalSource Finance LLC**

5404 Wisconsin Avenue  
Chevy Chase, MD 20815 USA  
Ph 1: 301-841-2717  
FAX: 301-841-2370  
Email: jgalle@capitalsource.com  
Website: www.capitalsource.com  
Contact: Jeff Galle  
Specialty: CapitalSource is a national lender to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate CapitalSource from our competition.

**Merchants Accounts**

Phone 1: 877-281-3649  
FAX: 877-281-3652  
Email: mrktg01@yahoo.com  
Contact: Call Bill Bailey!  
Specialty: We have a credit card processor for your every need. Direct relationship with merchant banks. We are not a third party processor or a consolidator.

## LENDING INSTITUTIONS

**Wellington Financial**

1706 Emmet St N Ste 2  
Charlottesville, VA 22901 USA  
Phone 1: 434-295-2033 ext. 17  
Email: sbrydge@wellington-financial.com  
Website: www.wellington-financial.com  
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$3 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 30 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

### Resort Trades Testimonial

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  
Fort Myers, FL • 239-482-3891

# Trades Faces & Places:

Continued

reviews. Headquartered in Overland Park, KS, GCI is the owner and developer of resorts in California, Colorado, Florida and Tennessee and further owns and leases multiple resort condominium units throughout the United States, Canada, Mexico and the Caribbean.

**Send Me on Vacation**, a charitable organization supporting cancer survivors, announced a fundraising event – Crush Out the Effects of Cancer – with a one-of-a-kind Wine Maker Dinner that will take place on the Napa Valley Wine Train as it winds its way through breathtaking wine country on October 2, 2014. Those interested in reservations and more information should call the wine train at 1-707-253-0920 and request the "Send Me On Vacation Wine Maker Dinner."

**C.A.R.E.'s** 58th Semi-Annual Conference, held at the Sandestin® Golf & Beach Resort, Destin, FL from May 3-6, 2014 enjoyed the highest dollar amount of sponsorship support in the organization's 29 year history. A record-breaking, almost \$70,000 was raised from many C.A.R.E. companies to support the education, meals, events and

networking at the conference. Club Resort Intervals, LLC (www.crvacation.com) contributed \$20,000.00 as a Presidential Sponsor and hosted a "Cinco de CRI Celebration" to recognize the 5th of May and Club Resort Interval's fifth year as a proud and dedicated member of C.A.R.E.

**CondoWarehouse.com** (www.condowarehouse.com), also a Presidential Sponsor of C.A.R.E., hosted a special evening of recognition that included a memorable and enjoyable evening of networking and beach activities.

**Resort Trades** is a media sponsor for C.A.R.E. The non-profit's 59th Semi-Annual Conference will be held at the Renaissance Seattle Hotel, Seattle, WA from October 18-21, 2014.

**Interval International** announced the addition of OWN Palermo Hollywood and Pop Villa Crespo by OWN, boutique condo-hotels located in the heart of Buenos Aires to their list of resorts. "Shared ownership can offer developers many advantages,



Interval VP  
Marcos Agostini

including enhancing profitability through more stable year-round occupancy rates and higher consumer expenditures," noted **Marcos Agostini**, Interval's senior vice president of resort sales and business development for Latin America. "Owners and guests tend to generate incremental revenue streams by their use of onsite amenities and services."

"Not coincidentally," says **Becky Arnett**, Director of Timeshare Development for **Christel House**, "It was **Lisa Kobek** who led the effort to launch the tournament worldwide in 2003 during her tenure as Director of Development with Christel House. She saw how successful a tournament hosted by Bluegreen Vacations was for Christel House and realized the potential of expanding the tournament concept to more venues."

# MEMBERS DIRECTORY

## LIST SERVICES

### EP Marketing

**EP Marketing**  
 1581 ParkGlen Circle, Apopka, FL 32712 USA  
 Phone 1: 407-340-1185  
 Email: 411dataguy@gmail.com  
 Contact: Edmund Poirier  
 Specialty: A Full Service List company that provides live customer service 24/7  
 We provide Appending Services for 2 cents a record  
 We offer Email Marketing.  
 We offer DNC scrubbing  
 We provide the following lists for as little as a penny a lead & we won't nickel dime you.  
 Telemarketing  
 Targeted Qualified Data  
 Birthday  
 RCI Time Share Owners  
 Frequent Travelers  
 Mini Vac Buyers  
 Tour No Buys  
 Cruise Enthusiasts  
 Sweepstake Entries  
 New Home Owners & Movers  
 Lifestyle  
 Golfers  
 Boaters  
 Complete databases for sale  
 All leads guaranteed, we will not be undersold.



### Market Approach Consulting

P.O. Box 788, Lorena, TX 76655 USA  
 Phone 1: 866-410-7017  
 Email: Sales@marketapproach.net  
 Website: www.marketapproach.net  
 Contact: Wade McLean ext 102  
 Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:  
 · Direct Mailing Lists  
 · Telemarketing Lists  
 · Timeshare Owners Lists  
 · Online Lead Generation  
 · Co-Reg Leads  
 · Real-Time Sweeps leads  
 · Call Transfers  
 · Buyers w/Credit Card  
 · Internet Responders  
 · Golf List Specialist  
 · Response & Lifestyle Lists  
 · Database Management  
 · Opt-in Email Programs  
 · Merge/Purge & Suppression Services  
 · REFERENCES READILY AVAILABLE  
 Find out why our clients keep coming back!

## LOGISTICS/WAREHOUSING/INSTALLATION/LIQUIDATION



### Harding & Companies

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

## MARKETING



### Creative Marketing Incentive Group

2831 Camino Del Rio S., Suite 203  
 San Diego, CA 92108 USA  
 Phone 1: 800-619-6101 ext 316  
 Phone 2: 800-619-6101 ext 2  
 Email: Info@creativemarketingincentives.biz  
 Website: www.CreativeMarketingIncentives.biz  
 Motto: Our reputation speaks loudly!  
 Specialty: Offering a large variety of custom marketing incentives, such as:  
 Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers.... EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee!

## MARKETING



### GBG & Associates

500 West Harbor Drive #822  
 San Diego, CA 92101 USA  
 Phone 1: 619-255-1661  
 FAX: 619-255-8597  
 Email: georgi@georgibohrod.com  
 Website: www.gb gandassociates.com  
 Contact: Georgi Bohrod  
 Specialty: GBG & Associates. Marketing and Public Relations Strategies and Implementation. GBG & Associates, lead by well known PR and marketing professional Georgi Bohrod and supported by the industry's brightest and most energetic talent will guide your business growth, provide a positive platform for new business development, increase awareness in your product and/or company and even provide prospects for sales. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates has proven results in traditional and creative B2B and B2C marketing and public relations. Visit our web site for examples of press relations, advertising client and member/owner newsletters, collateral materials, member upgrade programs and strategic planning for the shared ownership industry. Whether you need to introduce your company, educate your client base, strengthen your positioning or develop a new campaign, we know how to make it work. Call (619)255-1661 or visit our web site at www.gb gandassociates.com.



### Integrated Marketing Solutions, Inc.

**Interactive Marketing Solutions**  
 1328 Capouse Ave.  
 Scranton, PA 18509  
 Phone 1: 570-814-0749  
 Website: www.myvacationgifts.com  
 Contact: Sean Kelly  
 Subhead: Interactive Marketing Solutions  
 Specialty: We specialize in Day Drives for Travel Clubs and Timeshare Resorts. We have over 20 years experience in delivering high quality tours. We can service your needs with outbound or inbound telemarketing. Our confirmation calls are recorded for quality assurance. We do not broker tours. Our seasoned staff produces and confirms all tours in house. Contact Sean Kelly at 570-814-0749 today to design an inbound or outbound program that will have tours generating immediately. See your revenues and VPG increase tremendously, even in today's economy.

## MARKETING



### MARKETING DECISIONS INC

**Marketing Decisions Inc.**  
 774 Mays Blvd., Ste 9  
 Incline Village, NV 89451 USA  
 Ph 1: 775-831-9732 FAX: 530-432-8668  
 Email: dwagner@marketingdecisionsinc.com  
 Website: www.marketingdecisionsinc.com  
 Contact: David M. Wagner / Heather A Wagner  
 Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
 · Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost  
 · MDI is starting its Sixteenth (16th) year in Client Generation.  
 · MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.  
 · MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.  
 · Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.  
 · MDI has a custom Confirmation Letter Website.  
 · Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
 · Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



### SML Marketing LLC

162 South Peninsula  
 Daytona Beach, FL 32118 USA  
 Ph 1: 386-265-4975 FAX: 386-469-0253  
 Email: smlmarketingllc@aol.com  
 Website: www.smlmarketingllc.com  
 Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
 Specialty: We provide marketing services for all companies in need of prospect generation. Our one call does it all service brings all partners under one house for easy management and better control. No need for large on site marketing staff, Once SML is on the team everyone's eyes are on the bottom line. We have marketing programs this year that have seen costs of marketing at 17% thru our out of the box marketing programs.  
 Offering:  
 Mail programs  
 Premiums  
 Smart Circle cards  
 Vendor management  
 Telemarketing solutions  
 Referral marketing  
 Consulting services

## MARKETING (ONLINE)



### JW Maxx

11811 N Tatum Blvd, ste 3031  
 Phoenix, AZ 85028  
 Phone 1: (602)953-7798  
 Email: wally@jwmaxxsolutions.com  
 Website: http://www.jwmaxxsolutions.com  
 Contact: Walter Halicki  
 Specialty: JW Maxx Solutions is the undisputed leader in online reputation management for the timeshare industry. With over 20 years of experience in vacation fulfillment, JW Maxx Solutions understands what individuals and companies in the industry need to succeed in today's ever-changing Internet landscape. Through the use of the latest technology available and the best methods to induce a fast-acting makeover of a company's Internet landscape, JW Maxx Solutions provides positive media outcomes for growth-oriented companies.

## Resort Trades Testimonial

The Trades Publishing Company is a loyal ARDA member and we value their dedication and support as an industry partner.

Pam Cordell, CAM, RRP  
 Manager, Member Services of  
 American Resort Development Association

Find out how to get into  
**The Resort Trades Directory**  
 for **\$125**

**PET SANITATION**



**DOGIPOT**  
2100 Principal Row,  
Suite 405  
Orlando, FL 32837 USA  
Phone 1: (800)364-7681  
Website: www.dogipot.com  
Contact: David Canning  
Specialty: DOGIPOT has the highest quality environmentally conscious products, including our OXO-BIODEGRADABLE Litter Pick Up Bags and Liner Trash Bags, to help keep your dog-friendly areas free from unsightly, smelly and harmful dog waste. DOGIPOT supplies the most economical and effective dog waste systems to allow pet owners, not maintenance staff, to assume the responsibility of eliminating dog pollution. There are DOGIPOT imitators in the market, but nobody is able to match DOGIPOT's experience, high quality product line, world class customer service or value. Experience the DOGIPOT Advantage!

**PREMIUMS AND WHOLESALERS**



**American Sales Industry**  
3560 Investment Lane,  
Ste. #101  
Riviera Beach, FL 33404  
Ph 1: 800-771-4767  
Ph 2: 561-844-4767  
FAX: 561-844-5415  
Email: Pat@asiincentives.com  
Website: www.asiincentives.com  
Contact: Pat, Steven, or Joe Talerico  
Specialty: American Sales Industries specializes in wholesale premiums and incentives. Stop dealing with middle men and get your goods straight from the source. We specialize in incentives ranging from low cost gifts to high-end electronic devices. Dealing in Tablets, Netbooks, Electronics Accessories, Certificates, MP3/MP4 players, Mailpiece Accessories, hard goods and more. We've been proudly serving the time-share and other industries for over 32 years. "Increasing Your Bottom Line Since 1979"

**PREMIUMS AND WHOLESALERS**



**Creative Marketing Incentive Group**  
2831 Camino Del Rio S.,  
Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email:  
Info@creativemarketingincentives.biz  
Website:  
www.CreativeMarketingIncentives.biz  
Motto: Our reputation speaks loudly!  
Specialty: Offering various types of marketing incentives such as Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players & Digital Camcorders, \$25 - \$300 Dining Certificates, \$50 - \$100 Gas and Grocery Rebates. We manufacture and fulfill all of our own offers in-house. Our reputation speaks loudly. We protect the integrity of your promotions by not re-marketing to your customers, EVER! Why buy certificates in bulk when you can just print and email Unlimited Incentives without having to pay per certificate?

**PREMIUMS AND WHOLESALERS**



**SML Marketing LLC**  
162 South Peninsula  
Daytona Beach, FL 32118 USA  
Ph 1: 386-265-4975  
FAX: 386-469-0253  
Email: smlmarketingllc@aol.com  
Website: www.smlmarketingllc.com  
Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
Specialty: We provide marketing services for all companies in need of prospect generation. Our one call does it all service brings all partners under one house for easy management and better control. No need for large on site marketing staff, Once SML is on the team everyone's eyes are on the bottom line. We have marketing programs this year that have seen costs of marketing at 17% thru our out of the box marketing programs.  
Offering:  
Mail programs  
Premiums  
Smart Circle cards  
Vendor management  
Telemarketing solutions  
Referral marketing  
Consulting services

**Resort Trades Testimonial**

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

**Resort Trades Testimonial**

The Resort Trades is great. Connecting us with new clients we will always advertise in The Resort Trades.  
*Josh Jaffe of Jaffe Lead System*



# Trades Faces & Places:

Continued



(Left) Donna Chun of Holiday Inn Club Vacations, Becky Arnett, Director of Timeshare Development for Christel House, Howard Nusbaum, President and CEO of ARDA, and Don Harrill of Orange Lake Resorts

the effort to launch the tournament worldwide in 2003 during her tenure as Director of Development with Christel House. She saw how successful a tournament hosted by Bluegreen Vacations was for Christel House and realized the potential of expanding the tournament concept to more venues."

leading provider of cloud-based software to the resort industry, sponsored the 12th annual Christel House U.K. charity golf tournament, at Badgemore Park, Henley on Thames. Said **Mike Ashton**: "Christel House is a charity that is dear to our hearts and we are delighted that we have been able to increase our support this year. It is great that Colin will be driving the buggy and providing much needed encouragement."



**Interval Region Manager Cristina Marin**

**Interval International** announced the appointment of **Cristina Marin** as region manager of resort sales and service for Pacific and Central Mexico. She is based in Interval's Mexico City office and reports to Juan Pablo Gómez, region director. Marin is responsible for providing sales, marketing, and technology tools to Interval's existing affiliated resorts and building the company's developer client base in popular vacation destinations, including Puerto Vallarta and Acapulco.



Pictured, left to right and the Indianapolis RCI Christel House tournament are sponsors and guests: Lisa Kobek, CustomerCount; Dori Carlson, RCI, Matt Morris and Bob Kobek, CustomerCount; Jack Morris, guest. Front row, the youngsters of the Christel House Indianapolis.

supporting the 2014 RCI Christel House Open Golf Tournament by deploying surveys to participants at tournament sites worldwide. In addition to the survey, CustomerCount is also donating \$1.00 for every tournament feedback survey submitted. Now in its 12th year, the RCI Christel House Open International Charity Golf Tournament is Christel House's signature fundraising event and has raised over \$8 million since inception. According to **Lisa Kobek**, EVP of Client Services and Operations, "CustomerCount is honored to support the 2014 RCI Christel House Open. We have tremendous respect and appreciation for all that Christel House does to help impoverished children around the globe. I am pleased our company can demonstrate our commitment to the success of the event and in turn the children served by Christel House."



**Mike Ashton with Merlin Software**

As of this printing, Christel House events will have been played at renowned courses in Branson, MO, Boonville, NY, Daytona, FL, Eagle, CO, Oxfordshire, UK, Indianapolis, IN, Mexico City, Mexico, Myrtle Beach, SC, Orlando, FL, Palm Beach Gardens, FL, Die Boord, South Africa, Vista, CA and Williamsburg, VA. **Merlin Software** for Vacation Ownership, the

**CustomerCount** online enterprise customer feedback management system has announced that it will be

# MEMBERS DIRECTORY

## PUBLIC RELATIONS



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

## PUBLIC RELATIONS & MARKETING



**SharonINK PR & Marketing**  
 8776 E Shea Blvd  
 Ste B3A-306  
 Scottsdale, AZ 85260 USA  
 Phone 1: 310-923-1269  
 Email: Sharon@SharonINK.com  
 Website: www.Sharon@SharonPR.com  
 Contact: Sharon Drechsler-Scott, RRP  
 Specialty: If your company does business in the timeshare industry, we can help you reach your customer through both conventional online/offline publications and the use of social media. Our public relations and marketing services are provided by a veteran of more than twenty years' vacation ownership resort industry experience. Owner and CEO Sharon Drechsler-Scott, contributing editor for Resort Trades, knows the industry intimately and has an extensive writing portfolio. Her articles have appeared in Developments magazine and Resort Trades' Management & Operations, to name a few. She is a Registered Resort Professional with ARDA.

## Resort Trades Testimonial

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

EMCC, Inc./RMI/Equiant

## RECEIVABLES AND MAINTENANCE FEE SERVICING



Power, Performance, Personalization.

**Concord**  
 4150 North Drinkwater Boulevard,  
 Ste. 200  
 Scottsdale, AZ 85251 USA  
 Phone 1: 800-685-8736  
 Phone 2: 480-998-7585  
 FAX: 480-951-8879  
 Email: jpowers@PowerOfConcord.com  
 Website: www.PowerOfConcord.com  
 Contact: Joy T. Powers, 1-321-293-0293,  
 Director of Business Development US and Canada  
 Specialty: Since 1988, performing receivables and maintenance dues servicing and delinquency collections with accuracy, efficiency, flexibility, and customer responsiveness that is unsurpassed in the industry.  
 Servicing & Collections:  
 • Internet Account Information / on-line payments  
 • Credit Reporting to the Three Major Agencies.  
 • FDCPA and State Regulations Compliance.  
 • Skip Tracing Department.  
 • Automatic Debit and Electronic Funds Transfer  
 • Customized Reporting Packages  
 • Bilingual Customer Service & Collections Staff  
 Outstanding References Available. Call or E-mail Joy Powers Today for Informational Packet.

## RECEIVABLES AND MAINTENANCE FEE SERVICING



**ResortCom International LLC**  
 International Headquarters  
 404 Camino del Rio South, 4th Fl  
 San Diego, CA 92108 USA  
 Phone 1: 619-683-2470  
 FAX: 619-683-2077  
 Email: Alara@resortcom.com  
 Website: www.resortcom.com  
 Contact: Alejandro Lara  
 Motto: 25 Years of Innovation  
 Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Led by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.

## RENTALS AND RESALE



**VacationCondos.com**  
 1 Vance Gap Road  
 Asheville, NC 28805 USA  
 Phone: 855-826-6361  
 Email: info@vacationcondos.com  
 Specialty: VacationCondos.com was developed as a rental program to assist timeshare owners and Home Owners Associations with offsetting the costs of ownership. As the owner rental program has grown, so has the list of services VacationCondos.com offers. Through a core database of more than 100,000 renters and an extensive global distribution network, VacationCondos.com assists with empty and unused inventory, delinquent inventory, and unused owner inventory, generating revenue and helping your business' bottom line.

## RESERVE STUDIES



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

## RESORT MANAGEMENT



**Grand Pacific Resort Management**  
 5900 Pasteur Ct., Ste 200,  
 Carlsbad, AZ 92008  
 Phone 1: 760-827-4181  
 FAX: (760)431-4580  
 Email: success@gpresorts.com  
 Website: www.gprmg.com  
 Contact: Nigel Lobo  
 Specialty: Grand Pacific Resort Management (GPRM) will bring over twenty years of best practices and operational excellence to your resort. Currently serving over 60,000 owner-families every year at resorts ranging in size from under 50 units to over 300 units in the United States and Canada, Grand Pacific's signature Owner Engagement strategy will help your resort reduce delinquencies, deliver excellent rental results, and establish a successful resale solution. We manage to your existing budget with a passion for keeping maintenance fees low and quality top notch via our Preventive Maintenance (PM) Program and "owner-centric" Service Culture. For a complimentary analysis and consultation please contact Sherri Weeks at sweeks@gpresorts.com or (760) 827-4190. Web: www.gprmg.com

## RESORT MANAGEMENT



**Liberte Resort Management Group**  
 10681 Gulf Blvd., Ste. 207  
 Treasure Island, FL 33706 USA  
 Ph 1: 800-542-3648 Ph 2: 727-360-2006  
 Email: libertecoo@tampabay.rr.com  
 Website: www.libertemanagement.com  
 Motto: "We are the best choice for nearly any fit"  
 Specialty: Specialty: Vacation Management Services  
 o 20 plus years in TS Mgt industry  
 o Developer transition challenges  
 o Full Service Resort Management  
 o Financial Budgeting, Reporting & Analysis  
 o Owner Communications  
 o Sales, Re-sales, Rentals & Marketing  
 o Board support & training  
 o Difficult & mixed us Resort Specialist  
 o Consulting & special projects coordinator  
 o References available  
 Ask US and we will tell you, "We are the best choice for nearly any fit" Or ask our Clients, see what they have written at www.libertemanagement.com and click TESTIMONIALS.



**Patton Hospitality Management**  
 Expect more.  
**Patton Hospitality Management**  
 1 Vance Gap Rd  
 Asheville, NC 28805  
 Phone 1: 855-572-8866  
 Email: partnersolutions@pattonhospitality.com  
 Website: www.PattonHospitality.com  
 Specialty: Patton Hospitality Management is a recognized leader in vacation property and timeshare management. As one of the largest independent hospitality and timeshare management companies in the U.S. our success has come from having the flexibility to find unique solutions to help HOAs, resorts and hotels achieve their financial goals. We offer a complete portfolio of smart, innovative and fully customizable services and systems, all designed to optimize customer satisfaction and to drive your bottom line.



**ResortCom International LLC**  
 International Headquarters  
 404 Camino del Rio South, 4th Fl  
 San Diego, CA 92108 USA  
 Phone 1: 619-683-2470  
 FAX: 619-683-2077  
 Email: Alara@resortcom.com  
 Website: www.resortcom.com  
 Contact: Alejandro Lara  
 Motto: 25 Years of Innovation  
 Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Led by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.



## ROOM AMENITIES

**Essential Amenities**

Phone 1: 800-541-6775

Email:

diana.johnson@essentialamenities.com.

Website: www.essentialamenities.com

Contact: Ms. Diana Johnson

Specialty: Essential Amenities, Inc. is a well established guest amenity company providing high quality guest room toiletry products and amenities to boutique hotels, bed & breakfast inns, and resort properties. We offer a wide range of exclusively licensed collections that includes Hermes from France, Tommy Bahama Travelers Collection, Poggesi, Ecu New York, Little Green, Dickens & Hawthorne Cucumber & Acai, and Joseph Abboud. Feel free to contact us at 800-541-6775 or www.essentialamenities.com for more information.

### Resort Trades Testimonial

Please redirect my Resort Trades Magazine subscription to the new address. Many thanks for your help with that, I would not like to miss my favorite magazine.

JÖRG C. HEYER, CHA, LCAM

## SHARED OWNERSHIP SERVICES

WORLDWIDE  
VACATION EXCHANGE**Dial An Exchange LLC**

7250 N 16TH ST STE 402

Phoenix, AZ 85020 USA

Phone 1: (800)468-1799

Phone 2: (602)516-7682

FAX: (602)674-2645

Email: Fermin.C@daelive.com

Website: www.daelive.com

Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:

- A free membership option
- A Gold Advantage membership option
- 24 hour access to live worldwide inventory
- Prepaid exchange voucher programs
- Prepaid bonus week voucher programs
- Revenue share programs
- A Brandable exchange platform that can be used as a compliment to any internal exchange program.



## TELEMARKETING



Integrated Marketing Solutions, Inc.

**Interactive Marketing Solutions**

1328 Capouse Ave.

Scranton, PA 18509

Phone 1: 570-814-0749

Website: www.myvacationgifts.com

Contact: Sean Kelly

Subhead: Interactive Marketing Solutions

Specialty: We specialize in Day Drives

for Travel Clubs and Timeshare Resorts.

We have over 20 years experience in

delivering high quality tours. We can

service your needs with outbound or

inbound telemarketing. Our confirmation

calls are recorded for quality assurance.

We do not broker tours. Our seasoned

staff produces and confirms all tours in

house. Contact Sean Kelly at 570-814-

0749 today to design an inbound or

outbound program that will have tours

generating immediately. See your revenues

and VPG increase tremendously, even in

today's economy.



thetrades.com

## TELEMARKETING



MARKETING DECISIONS INC

**Marketing Decisions Inc.**

774 Mays Boulevard

Suite 9

Incline Village, NV 89451 USA

Phone 1: 775-831-9732

FAX: 775-831-5208

Email: dwagner@marketingdecisionsinc.com

Website: www.marketingdecisionsinc.com

Contact: David M. Wagner / Heather A

Wagner

Specialty: Outbound and Inbound

Telemarketing Day Drives and Direct Mail

Tours.

. Day Tours using Outbound Telemarketing

or Inbound Direct Mail Clients on a Per

Tour Cost

. MDI is starting its Sixteenth (16th) year in

Client Generation.

. MDI custom tailors high quality Client

Generation Campaigns using qualified

incentives to produce the most effective

VPG.

. MDI has a host of Custom designed, cost

effective, successful premiums and vacation

certificates.

. Interactive Website for Manifest, Results,

Projections, Disputes and Accounting of

Weekly Tours. www.ReportsPro.net.

. MDI has a custom Confirmation Letter

Website.

. Our commitment to Federal and State

DNC Compliance is second to none,

through proprietary websites.

. Call David Wagner Today at, 775-831-

9732, for a Confidential Marketing Analysis

# VACATIONS ARE BETTER WITH A TRUSTED PARTNER



C.A.R.E. (Cooperative Association of Resort Exchangers) is recognized as the vacation industry's premier forum for inventory exchanges as well as the exchange of ideas, best practices, and information about products and services to help members grow their business.

Join the Exchange and make the CARE Connection by calling 1-800-636-5646 or visit us at [www.care-online.org](http://www.care-online.org).



# MEMBERS DIRECTORY

## TELEMARKETING



**Perfekt Marketing**  
 3015 S 48th St  
 Tempe, AZ 85282 USA  
 Phone 1: 602-453-3333 ext 4502  
 FAX: 602-453-3337  
 Email: tkelly@perfektmarketing.com  
 Contact: Tom Kelly  
 Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## TELEMARKETING REGISTRATION

**Tele-Sales/Registration Consultants**  
 7835 San Pablo Road, SE  
 Deming, NM 88030 USA  
 Phone 1: 575-546-4094  
 Phone 2: 575-494-5477 Cell  
 FAX: 575-546-4095  
 Email: regiscon@msn.com  
 Contact: G. B. (Ben) Eubanks, JD  
 Specialty: Tele-Sales / Registration Consultants, Inc.  
 -Marketing/Registration Services For 18 Years: Timeshare State Registrations, Telemarketing, HUD Property Reports, Subdivision Registrations and On-going Renewals:  
 -Free Assessments  
 Tele-Sales / Registration Consultants, Inc.  
 G. B. 'Ben' Eubanks, JD (Ret.)

## TITLE COMPANIES



**Stewart Vacation Ownership**  
 3275 West Hillsboro Blvd.  
 Suite 206  
 Deerfield Beach, FL 33442 USA  
 Phone 1: 954-418-4550  
 FAX: 954-418-4551  
 Email: chermann@stewart.com  
 Website: www.stewart.com  
 Specialty: Because your title experience should be as pleasant as your location. At Stewart we strive to make the title and escrow process as relaxing as your development. Whether you're planning a new resort community or looking for smoother securitization and title insurance procedures, we will work with you to meet your exact needs.

- National title and escrow services for deeded and non-deeded developments
- Unrivaled, proven inventory control
- Trustee services
- Foreclosure services solutions
- Title transfer solutions
- Fractional interest
- Paperless closing and electronic vault solutions
- Custodial services
- Document storage solutions
- Fractional interest

## TOUR FULFILLMENT



**ETourandTravel, a Festiva Company**  
 3626 Quadrangle Blvd  
 Ste 400  
 Orlando, FL 32817  
 Phone: 407-658-8285 x4080  
 Email: keith@etourandtravel.com  
 Website: www.etourandtravelbrokers.com  
 Contact: Keith Rogers, Director of Marketing  
 Specialty: Mini-Vac and Day Drive Tour Fulfillment  
 ETourandTravel coordinates Festiva tours. We provide tour fulfillment for hooked tour prospects in Florida, North Carolina, South Carolina, Missouri and Arkansas. Track everything online, it's fast and easy! Call 407-658-8285 x4080 or submit request online for details. \*This is a vendor relationship. Your company is responsible for all applicable federal/state business registrations and compliance.

## TOUR GENERATION



**MARKETING DECISIONS INC**  
**Marketing Decisions Inc.**  
 774 Mays Boulevard, Suite 9  
 Incline Village, NV 89451 USA  
 Phone 1: 775-831-9732  
 FAX: 775-831-5208  
 Email: dwagner@marketingdecisionsinc.com  
 Website: www.marketingdecisionsinc.com  
 Contact: David M. Wagner / Heather A Wagner  
 Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
 . Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost  
 . MDI is starting its Sixteenth (16th) year in Client Generation.  
 . MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.  
 . MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.  
 . Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.  
 . MDI has a custom Confirmation Letter Website.  
 . Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
 . Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



**Perfekt Marketing**  
 3015 S 48th St  
 Tempe, AZ 85282 USA  
 Phone 1: 602-453-3333 ext 4502  
 FAX: 602-453-3337  
 Email: tkelly@perfektmarketing.com  
 Contact: Tom Kelly  
 Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## TOUR GENERATION



**Savage Direct Marketing**  
 215 3rd Avenue  
 Kirkland, WA 98033 USA  
 Phone 1: 425-822-8633  
 FAX: 425-822-8623  
 Email: pauls@savagedm.com  
 Website: www.savagedm.com  
 Contact: Paul Savage  
 Subhead: Savage Direct Marketing  
 Specialty: Marketing services include:  
 -Day-Drive Tour Generation  
 -Mini-Vacation Programs  
 -Fly & Buy Mini-Vacation Programs  
 -Direct Mail Marketing  
 -Email Marketing  
 -Owner/Member Referral Programs  
 -List Targeting/Acquisition  
 -Premiums Incentives  
 -Marketing Consulting  
 2013 Marketing Tour Generation Highlights...



**SML Marketing LLC**  
 162 South Peninsula  
 Daytona Beach, FL 32118 USA  
 Ph 1: 386-265-4975  
 FAX: 386-469-0253  
 Email: smlmarketingllc@aol.com  
 Website: www.smlmarketingllc.com  
 Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
 Specialty: We provide marketing services for all companies in need of prospect generation. Our one call does it all service brings all partners under one house for easy management and better control. No need for large on site marketing staff, Once SML is on the team everyone's eyes are on the bottom line. We have marketing programs this year that have seen costs of marketing at 17% thru our out of the box marketing programs.  
 Offering:  
 Mail programs  
 Premiums  
 Smart Circle cards  
 Vendor management  
 Telemarketing solutions  
 Referral marketing  
 Consulting services

## TRADE ASSOCIATIONS



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

## TRAVEL CLUBS AND EXIT PROGRAMS



**ETTSI Incentives & Premiums Executive Tour and Travel Services, Inc.**  
 301 Indigo Drive  
 Daytona Beach, FL 32114 USA  
 Phone 1: 866-224-9650  
 Email: Frank@ettsi.com  
 Website: www.ETTSI.com  
 Contact: Frank Bertalli  
 Specialty: ETTSI Incentive Premiums helps you meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!  
 Distributor Inquiries Welcome



**Superior Vacations**  
 2828 Parkway, Suite 30, Pigeon Forge, TN USA  
 Phone 1: 855-453-5686  
 Email: superiorvacations@yahoo.com  
 Website: www.noothersolution.com  
 Contact: Dan Garrett  
 Specialty: We guarantee to transfer all qualified timeshares out of your name and release you from all future maintenance fees and obligations. We transfer all qualified timeshares to an entity willing to assume all ownership responsibilities immediately once submitted.  
 Specializing In:  
 • Helping management companies, HOA's and Vacation Clubs place their unwanted timeshare.  
 • Help distressed resorts back to their original status.  
 • Exit program for timeshare trades.  
**LEGALLY GET OUT OF YOUR TIMESHARE**  
 You can be one of the thousands of Timeshare owners with "Guaranteed Financial Relief".  
 Call or Contact Us now!  
 Let Us Make You An Offer!"



**Travel Services**  
 415 S. State St., Litchfield, IL 62056 USA  
 Ph 1: 877-281-3649 FAX: 877-281-3652  
 Email: mrktg01@yahoo.com  
 Website: www.islandtradervacations.com  
 Contact: Chris Dixon  
 Specialty: Travel Services is the only travel club that has operated continuously for 26 years, uninterrupted.  
 • We offer separate programs and pricing structures for stand-alone travel club sales, timeshare exits and telemarketing of our product.  
 • The difference between our product and the one you are using is our AAA service, weekly news letter www.travelservicesdeals.com and commission rebates to your clients.  
 • We will supply a turnkey exit program for your resort including personnel and financing!  
 • Full service travel, not limited to only condos or cruises.  
 • Ask us about our private labeled program for your company at minimum start-up cost  
 • Reps and distributors are welcome.

## TRAVEL CLUBS AND EXIT PROGRAMS

**Travel To Go**

7964-B Arjons Drive, San Diego, CA 92126

Phone 1: 800-477-6331 ext. 105

Email: [tmiddaugh@TravelToGo.com](mailto:tmiddaugh@TravelToGo.com)

Website: [www.traveltogo.com](http://www.traveltogo.com)

Contact: Tommy Middaugh

Specialty: Travel To Go has been specializing for 21 years in offering travel club and exit programs for stand alone sales centers, timeshare resorts, or customized programs. With our newly redesigned website and extra member benefits, we provide options that most companies can not offer. We help save our members up to 75% off luxury resort accommodations all over the world with online booking capabilities. Our members also get discounted cruises, all inclusives, restaurants, golf and more! Our program offers today incentives that no one else has and they are 100% fulfillable so everyone wins! Our Mission is "Making Dreams Come True" and that is exactly what we do. So whether you are our member or the distributor, we offer 5-Star service to all!

**FEATURES:**

- 21 years in business and "A+" rated with the Better Business Bureau.
- Headquartered in San Diego, CA – Satellite offices in Las Vegas, NV and Daytona Beach, FL
- C.A.R.E. member for 20 years (Currently leanette Bunn is Vice

President)

- Registered with IATAN, CLIA and ARC.
- Participants in ARDA.
- Toll free phone numbers with live experienced customer service and travel agents.
- Full service licensed and bonded Travel Agency.
- Bilingual travel coordinators
- Private branding and service with revenue share possibilities.
- 5-Star Service Standards (We expect our staff to be 5-Star service trained and we also expect our distributors to share this same vision)
- Comprehensive product training, customized PowerPoint presentations and posters for tours.
- Online marketing tool to track all your tours, closing %'s, commissions, etc.
- Merchant, Escrow services and financing available
- Travel To Go point of sale "Instant credit card" with Bank of America. Please give us a call so we can talk about options for your company! Additional opportunities: We have plenty of opportunities for Project Directors and closers. Please call for locations and details.

**Noticed the logos?  
They will help you find  
companies with a glance.  
New Directory Listings  
Posted Daily!**

## TRAVEL INCENTIVES

**Creative Marketing Incentive Group**

2831 Camino Del Rio S., Suite 203

San Diego, CA 92108 USA

Phone 1: 800-619-6101 ext 316

Phone 2: 800-619-6101 ext 2

Email:

[Info@creativemarketingincentives.biz](mailto:Info@creativemarketingincentives.biz)

Website:

[www.CreativeMarketingIncentives.biz](http://www.CreativeMarketingIncentives.biz)

Motto: Our reputation speaks loudly!

Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers.... EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?

Visit [www.ResortTrades.com](http://www.ResortTrades.com)  
**Want to be included?**  
Call 931-484-8819 or email  
[adrep@thetrades.com](mailto:adrep@thetrades.com)

## TRAVEL INCENTIVES

**Executive Tour and Travel Services, Inc.**

301 Indigo Drive

Daytona Beach, FL 32114 USA

Phone 1: 866-224-9650

Email: [Frank@ettsi.com](mailto:Frank@ettsi.com)

Website: [www.ETTSI.com](http://www.ETTSI.com)

Contact: Frank Bertalli

Specialty: ETTSI Incentive Premiums helps you meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work! Distributor Inquiries Welcome

**How do timeshare sales teams use travel clubs?**

By Tommy Middaugh, Travel To Go

**Why would someone use travel club products as a sales tool?**

Many businesses understand that today's consumers are attracted to travel programs that offer schedule flexibility and a wide variety of destinations, all for a great value. Some business models are based solely on presenting travel club benefits to the public, while others use travel clubs to enhance the value of their own product offerings. A timeshare resort may want to recommend a travel club product to its new owners to get them help in other areas of travel, while multi-level marketing companies are interested in giving their members the opportunity to easily generate high revenue and recruit additional members. According to a 2010 Nielson World Survey, a major recession period, travel purchases were two of the top five items consumers intended on making in the near future. That's why many companies use travel club

products as marketing traffic drivers: they work, plain and simple.

**Do sales teams use travel club products as an exit package or as a product add-on?**

Travel club products can help timeshare developers or sales teams capture revenue either way. An exit package allows timeshare resorts to still capture revenue when a timeshare sale does not close. The top two reasons for not sealing the deal are affordability of the primary product offered and consumer usage constraints. By offering a travel club exit package at a lower price point, developers directly benefit from this sale, without any impact on their fixed fees associated with the release of real estate and/or construction costs. Exit models are usually offered for a limited time. This recoups the marketing dollars spent to promote the purchase of timeshares, as well as generates a low-cost marketing model for a second sale or an upgrade into the primary product within a short amount of time. Consumers who finance the exit package and have marginal credit can build a payment history. Down the road they may obtain credit approval to purchase the primary product developers were offering.

**What tools does a travel club use to help in the sales process on site?**

Many travel clubs offer their distributors a variety of marketing materials, which usually include some type of printed member guide. All travel clubs are

different in their marketing approach and it is best to contact them for more details on the availability of marketing collateral. Travel To Go offers a printed exit kit, weekly printable email campaigns such as Hot Week lists and travel specials, web access, and direct access to someone in our office for instant help.

**Does this conflict with the timeshare sale?**

It really shouldn't. At Travel To Go, we custom design each exit product to meet the specific needs of developers. Travel clubs usually understand how important it is for timeshare developers to attract purchasers, generate sales, and maintain a good relationship with their members during this process. Travel clubs want to earn the trust of the members by giving them a quality vacation experience, for everyone's benefit.



# MEMBERS DIRECTORY

## TRAVEL INCENTIVES



**Spirit Incentives**  
 2455 East Sunrise Boulevard  
 Suite 150  
 Ft Lauderdale, FL 33304 USA  
 Phone 1: 954.315.8700  
 Email: [iyoungblood@spirit-incentives.com](mailto:iyoungblood@spirit-incentives.com)  
 Website: [www.spirit-incentives.com](http://www.spirit-incentives.com)  
 Contact: Ilene Youngblood  
 Specialty: At Spirit Incentives, we provide innovative, branded incentives and benefits for businesses like yours, trying to gain a competitive advantage. Each strategic and focused promotion we create is customized and based upon your marketing objectives.  
 We utilize our incentive and benefit expertise to create turnkey marketing products that produce quantifiable results. Increasing Response Rates and Customer Acquisition  
 Building Customer Loyalty and Retention  
 Gift With Purchase Products  
 Up-Sell Strategies  
 Known for our product innovation, 99% customer satisfaction scores and "white glove" service, Spirit Incentives creates innovations that engage and experiences that endure.

## TRAVEL PREMIUMS



**Casablanca Express**  
 6300 Canoga Ave.  
 Ste 550  
 Woodland Hills, CA 91367 USA  
 Phone 1: 800-370-9153 Ext 7102  
 FAX: 818-992-3400  
 Email: [nick@casablancaexpress.com](mailto:nick@casablancaexpress.com)  
 Website: [www.casablancaexpress.com](http://www.casablancaexpress.com)  
 Contact: Nick McClendon  
 Motto: Travel for less with Casablanca Express  
 Specialty: Travel Premiums, Day Drives, Mini-Vacs, and Lead Generation. Over the last 30 years we have traveled over 2,000,000 passengers through our travel premiums and generated over 300,000 Mini-Vac and Day Drive tours for Vacation Clubs and Timeshare Resorts. Our competitively priced Accommodations with Airfare, Cruise, and Accommodations Premiums will increase response rates, boost show factors and raise your VPG. Our customer friendly fulfillment process and highly trained staff will minimize customer issues and enhance customer loyalty.



## VACATION CERTS



**Creative Marketing Incentive Group**  
 2831 Camino Del Rio S.,  
 Suite 203  
 San Diego, CA 92108 USA  
 Phone 1: 800-619-6101 ext 316  
 Phone 2: 800-619-6101 ext 2  
 Email: [Info@creativemarketingincentives.biz](mailto:Info@creativemarketingincentives.biz)  
 Website: [www.CreativeMarketingIncentives.biz](http://www.CreativeMarketingIncentives.biz)  
 Motto: Our reputation speaks loudly!  
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# CLASSIFIEDS

## BUSINESS OPPORTUNITIES

### Seeking Vendors Throughout Northeast

Bluegreen is seeking vendors throughout the Northeast to support its field marketing efforts for South Mt Resort in Lincoln, NH. We are looking for companies with experience in FTF package sales, OPC, and lead generation. To find out more, contact Daniel Glenn at (603) 745-3640, ext 6.

## EMPLOYMENT



### Full Time In House Opportunities - Great Commission Structure

Seeking an experienced full-time in-house sales representative to reload and upgrade owners & exchange guests at our Pennsylvania Tree Tops & Fairway Villas Resort in the Pocono Mts. Position has high commission potential. Our resort and team have a rich history of multiple Gold and Silver ARDA awards. If you are considering a change, you have just found it! Temporary housing at the Resort is a possibility for the right individual. For more information, call Joe or Kathy at 800-891-9992 x 5114 or 5116. E.O.E. M/F/D/V



### We Are One Of The Largest Vacation Ownership Resorts

Vacation Ownership Resorts We are one of the largest Vacation Ownership Resorts on the East coast. Located in Atlantic City on the boardwalk, on the ocean, we are looking for "quality" day-drives as well as mini-vacs. 25% of the population of the US lives within driving distance of Atlantic City. We pay a fair market rate for tours and we pay on time, every week for the last 20 years. Our reputation in dealing with outside marketing companies is second to none. Would also consider partnering with your existing call center and providing capital as well as full support for all your tours. Please call me today for more information. Howard Alter, Director of Marketing 800-354-7447 or e-mail me at howarda@60north.net.

### IMS, an industry leader in the tour generation industry has an immediate opening for the following position:

Call Center General Manager: We are seeking an experienced individual to run our inbound/outbound phone center operations. Must have prior experience managing an inbound or outbound call center. Organizational and motivational skill set is imperative. This position includes a generous base salary and an unlimited commission structure. Interested candidates send resume and cover letter to jmcgrail@nepasonic.com. Attn: Jody McGrail.

## EMPLOYMENT

### IMPACT

INTERNATIONAL MARKETING

### Call Center Manager Needed

Call center manager needed in the Southwestern US to run customer service, fulfillment and mini-vac sales team. ACD management and a sales/marketing history is required. Call Matt Brewster @ 707-225-7981.

### Great Sales Opportunity (Tampa)

Highest commissions in the industry. All tours provided. Vacation club, timeshare or membership camping experience needed. Looking for sales manager and salespeople. Please respond by phone 717-304-2275 or email bamford55@msn.com



### The Villas at Tree Tops and Fairway

Great opportunity for an experienced representative with expertise to sell exchange guest at our Tree Tops & Fairway Villas resort located in the Pocono Mts. of Pennsylvania. We currently have between 30 to 250 "unworked" exchange guests per week. Work on-site with a surplus of inventory and financing available. 22% commission to the right individual or team. Temporary housing possible. If you are at a career impasse, looking for a change, or want to grow. Call Joe Clewell or Kathy Wallace at 800-891-9992 x 5114. E.O.E M/F/V/D



### Timeshare/Travel Club Sales Talent Wanted

Earn \$75-\$150k per year Quit wasting your talent and time with companies that can't deliver consistent tour flow. Premier Marketing Group, Inc. is a sales focused company that can deliver 17-22 tours per week for each of our sales representatives. Over the course of our 20 year history, we have helped talented sales people achieve their earning potential within our progressive company. This Road Show opportunity allows you to travel the country while earning a fantastic living and being rewarded for your exceptional skills and abilities. We have a superb reputation and need real stars to help us grow. Requirements:

- Timeshare/Travel Club Sales
- Up to 44 weeks of travel per year
- Face to face sales experience
- One call closing
- Engaging small group podium skills
- Excellent interpersonal skills

If you are the absolute best at what you do, send a summary of your qualifications to hr@premiermarketing.com. For more information about our company, visit www.premiermarketing.com.

## EMPLOYMENT

### Professional Closers Wanted

Ground floor real estate opportunities. Sell ocean front and ocean view properties starting at \$17,500. Master planned recreational second home retirement communities. Looking for representatives managers and closers. Fast start, training, ongoing advertising, leads. Six figure income potential. Come to our booth # 1133 or call 1-800-211-7400 to schedule interviews at ARDA www.ranchocostaverde.com



### Seeking Exchange Sales Counselors

A premier timeshare Exchange Company is growing again. We do NOT sell timeshare. We do sell Exchanges. We are one of the largest, independently owned Exchange Companies in the world looking for experienced sales individuals (strong consideration given to Spanish speakers) that can manage both inbound and outbound customer calls, as well as sell to our existing membership base while maintaining the award winning customer service focus that sets us apart from others in our industry. The right individual for this position must be able to work in an environment that requires commitment and accountability but offers an enthusiastic team approach in return. Great benefits include Vacation, Medical, Dental, Vision and 401K. If you would enjoy finding solutions to our member's vacations needs and have the drive to be a part of a growing company then we'd love to talk to you! To apply please send resumes to mireya.corona@daelive.com.



### Bluegreen Seeking OPC Manager

The Studio Homes at Ellis Square and Bluegreen Vacations are immediately hiring an experienced OPC Manager for our preview center in Savannah GA. We've got amazing marketing locations and virtually no competition!! The sky is the limit. Qualified candidate should have a minimum of 5 years experience in the timeshare industry with a proven track record including OPC, shows and events, recruitment, training, development and performance management. Candidate must possess strong communication skills and an eagerness for upward mobility. Best compensation plan in the business. We offer major dental, medical, vision 401K and employee use of all of our resorts after 90 days of employment. Please visit www.bluegreenvacations.com to see what we're all about. All inquires are strictly confidential. Please send your resume to mike.herrman@bluegreenvacations.com

## EMPLOYMENT

### Immediate Openings!

Immediate openings with the nation's largest and oldest travel club company. We are now looking to open 4 new offsite locations and 6 new road shows this Spring and Summer. We also have several existing locations and dozens of distributors that are looking to expand in various parts of the country. Terrific product and pay plan for the right professionals. Be part of the industry that's taking over from timeshare. Email or fax resume to Bill at mrktg01@yahoo.com or (f) 877-281-3652 (m) 877-281-3649 or call 888-597-6722

## INVENTORY FOR SALE

### RCI Platinum Points Inventory with Financing Available

RCI Platinum Points Inventory with Owner Financing. Annual point values from 23,000-40,000 with low maintenance fees of only \$374. Available Individually or in bulk, pay after sold. Will take trades. Contact tsclearinghouse@aol.com



### Choice Properties, Inc. is looking for experienced marketing teams and individuals looking to join our team.

RCI Points affiliated Deeded inventory. Travel Club Barclay credit card Financing Unlimited use of online contract software. Sell the same product as the major developers for a fraction of their price. Call today to secure your location. Call Rob 936-499-6224 or e-mail Rob@echoiceproperties.com.

### If you have an experienced sales team and looking to save money We Have: Low Cost RCI Points Platinum Resorts

45 day closing & membership - Trained Customer Service Staff Online database with Sales, Inventory and Contract Management Credit Card Processing / Instant Credit Approval Available Call or email Cliff today 936-524-7665 or cliff@pawlikconsulting.com

### RCI Point Inventory for Sale

Homeowner Association owned point intervals. Free and Clear title on Deeds. Point values from 19,000 to 46,500. Maintenance fees \$297.00 - \$545/year, Cost \$49 to \$299. Receive on Consignment RCI Platinum and RCI Elite Barclays Mastercard available. You market and sell and we process the closing and RCI. Call 877-750-1050 or email targetrealty1@gmail.com

## OTHER

### Executive Quest

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