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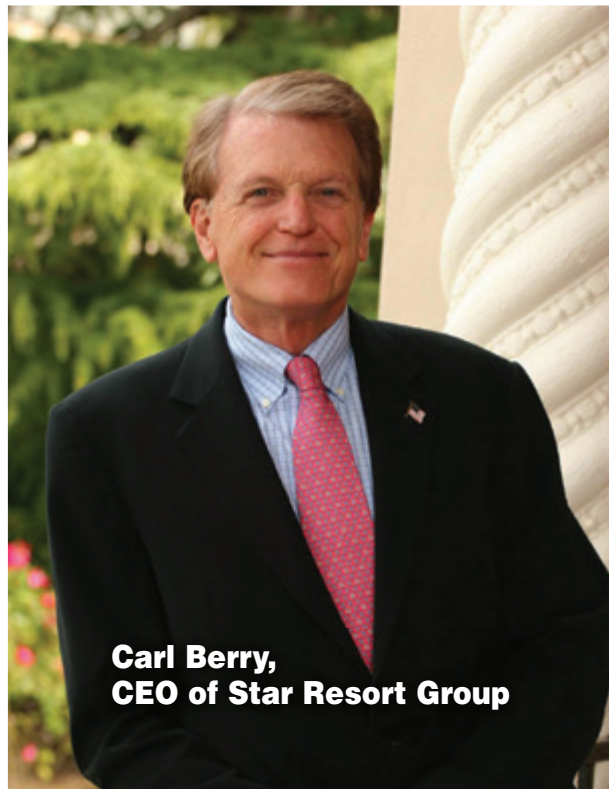
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Greg Crist, CEO
of the National
Timeshare Owners
Association



Carl Berry,
CEO of Star Resort Group

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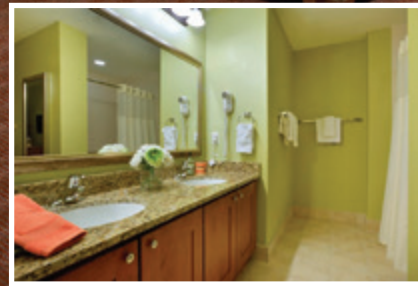
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RESORT PROFILE

Getting it Right: Royal Dunes Resort in Hilton Head, S.C.

By: Hatton Gravely



Royal Dunes Resort does not have dramatic before / after photos or a major renovation success story because the resort has always been consistently well-maintained and managed, which has contributed to a happy owner base paying their maintenance fees on time year after year. This is an example of a timeshare resort getting it right.

How do they do it?

The key to this resort's success is proper planning, which has allowed the resort to keep up the common areas and buildings without major surprise expenses. In addition, proper budgeting has allowed the resort to make consistent upgrades and add new, noticeable features each year so owners are always greeted with a consistently well-maintained resort and something new. This past year, for example, a playground was added for owners and guests with children. Will Potter, General Manager of the resort, commented, "Every year, we budget some money for enhancements or added amenities for the guests and owners. Not all are large-scale projects like the playground

but could be some smaller items like grills, pool pavers, shuffleboard court, or a fire pit. We try and improve the property every year in some way that is noticeable and used frequently by our guests/owners whether it be adults or children."

The cornerstone of their planning is a reserve study that shows the lifespan of capital items and a ten-year reserve budget. The budget gives the resort an outline of capital items that need to be replaced. For example, soft goods in the units like mattresses, sofas, armchairs, carpets, and drapes are replaced every 5 years. Hard goods like appliances, cabinets, tile, dressers, nightstands, and end tables are replaced every 10 years. This ten-year budget is updated annually by SPM management and the budget committee made up of 2 board members, and then is reviewed by the entire board. Ken Pfeifle, Regional Vice President for SPM Resorts, added, "Working with the Board to update the ten year budget each year has allowed us to look at the big financial picture of the resort, and spread out major expenses in a strategic way."

Having this plan in place allows the Board to budget long-term for these improvements and enhancements, avoiding the need for special assessments or bank loans. The ongoing improvements contribute to a happy owner base, and the resort has a high collection ratio as a result, also allowing them to fully fund the reserve fund every year. Budgeting in this way keeps maintenance fees relatively stable with few increases over the years, and Royal Dunes has one of the lowest maintenance fees in Hilton Head for a 3-bedroom unit.

Designed for families, these units have two master bedrooms with bathrooms, spacious living areas, large kitchens, and an additional bedroom with twin beds and bathroom. Hilton Head has a variety of activities for families and couples including kayaking, golf, bike riding, tennis, dolphin tours, shopping, and dining, which makes it a popular destination for owners and exchangers. Potter noted, "We see owners in Gold and Platinum Seasons come back every year. On average, our owners make up 65% to 70% of our occupancy,



Churchich Recreation and Design in Bluffton did the playground with equipment coming from I believe Miracle Playgrounds. Island Environments in Hilton Head did the landscaping and a local carpenter did the trellis swings.

while exchanges making up the remaining 30% to 35%. During the Bronze Season, occupancy is made up 50/50 owners to exchangers as many of our owners take advantage of our high trading power to travel to other resorts.”

With so many owners visiting year after year, the Board made a commitment to consistently update buildings, units and common areas by following the reserve study. The renovation cycle is a five year period, and one building per year is renovated during that cycle, rather than renovating all buildings at the same time. Potter noted, “Our occupancy is so high, there is no way we could do more than one building each year.” The most recent renovation project began in January of this year.



Hospitality Resources & Design out of Orlando created the design, and worked within the budget to create a new, stylish look for the units. Mary Daust, Vice President of Hospitality Resources & Design, said, “At HRD, we always research the area and learn why a potential guest/ owner picks the location and that becomes our inspiration. Our design team centered our color scheme around the Hilton Head natural scenery and you can see all of those colors reflected in our artwork and fabrics.” This phase of renovations includes new paint, furnishings, light fixtures, ceiling fans with lights, cabinets, doors, countertops, high rise toilets, replaced a soaking tub with walk-in shower, a Jacuzzi tub, bathroom vanities with granite tops and mirrors, shower curtains, plumbing fixtures, new cultured marble surrounds the shower/tub areas replacing tile, new vents, flat screens in every bedroom/living room, draperies, full length mirrors in master bedrooms, artwork, carpet, light fixtures, and artwork in the corridors. Daust added, “The design team at HRD remains up to date on current trends while considering the long term maintenance of all items that will be placed in the units.” One of the interior design trends in recent years has been to replace the comforter or quilt with layered, easy-to-laundry bedding that includes patterned pillows and matching bed scarf to add color and depth to a room. She continued, “We found that guests toss bed scarves on the floor, and they can be expensive to replace. To resolve

that issue, I worked closely with our design team to create a custom, unique built in scarf concept that was incorporated into a top sheet. The built in scarf allowed for a high end custom look while reducing the cost and maintenance.”

Royal Dunes consists of four buildings, and the first building in the current 5 year cycle was renovated in February. One building will be completed each year until this phase of renovations is complete, and then the planning for the next renovation project will begin. Bill Young, President/CEO of SPM Resorts, said, “Royal Dunes Resort is an example of how a timeshare resort can budget wisely to stay up to date and be proactive to keep owners happy year after year.”

Eric Gowins, Board President, commented, “The owners really enjoy all Royal Dunes has to offer: recently renovated units, close proximity to the beach, weekly cookouts, and great amenities like the grilling area and the pools. This is a special place for our families to make memories year after year. I think the Royal Dunes Board and SPM make a great team, and we have worked very closely with SPM management to ensure that owners remain happy with their timeshare purchase.”



Hatton Gravely is the VP of Development & Marketing for SPM Resorts, Inc.

Trades Faces & Places!

Sept. 2014

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

By Karen D'Agostino and
Sharon Scott, RRP

According to an August 19, 2014 report in Bahamas Press (www.bahamaspress.com), four **Aqua Sun Investments** executives -- **Dean Carlson Jr.**, Manager Member at Buy4, LLC, an Aqua Sun subsidiary; **Mike Kennedy** -- Managing Director of Corporate; **Matt Sokolowski** head of IT and **Terry Hanes**, head of Sales and Marketing -- were killed in a small plane crash on approach to Freeport on the island of Grand Bahama. With an A+ rating by the Better Business Bureau, Aqua Sun headquarters is in Daytona, Florida. The company has been developing and operating timeshare resort properties in the Bahama Islands since 1984, according to our sources.

Registration is now open for **C.A.R.E.'s 59th Semi-Annual Conference** at the Renaissance Seattle Hotel from October 18-21, 2014. All resort and travel professionals are invited, including non-members. According to C.A.R.E. administrator Bonnie Kosco (800-636-5646), the conference will be packed full of educational and networking opportunities. Keynote speaker Doug Kennedy of Kennedy Training Center will guide attendees on "Servicing the Over-Informed Travel Consumer." C.A.R.E. (www.care-online.org) was established in 1985 as a trade association facilitating its member companies, comprised of vacation ownership developers, management and exchange companies, HOA's, travel clubs and wholesalers, to provide each other with opportunities for vacation fulfillment, exchanges and revenue enhancement through increased inventory utilization and yield management.

Diamond Resorts International, Inc. (NYSE:DRII) announced a favorable report on July 30th: **David F. Palmer**, Diamond Resorts' president and CEO, stated, "We executed extremely well in the second quarter, and it's clear from our exceptional financial results that we are seeing significant traction from our asset light, capital efficient business model. Our predictable hospitality and management services business delivered strong revenue and earnings growth, while our Vacation Ownership business benefited from compelling marketing programs, resulting in more tours, an increased average transaction size and a better close rate. Our strong operational performance in the second quarter has led us to raise our expectations for the rest of the year. Therefore, we are once again raising our full year 2014 financial guidance."



Oliver Davis of concept3D, Inc.

spherical/streetview imagery, and video. Executives at concept3D say their company is about the connection between location and information, and tying it to a virtual, interactive experience that is engaging for entities like Disney, and large universities, like Harvard Business School, as well as for cities and other facili-

Oliver Davis of concept3D, Inc. says his company has just joined ARDA. The company hopes to introduce their interactive map management and multimedia services solution to resort marketing decision-makers. The team at concept3D creates map management systems to display custom media including 3D models, 2D overlay renderings,

ties. "concept3D created the ATLAS platform when it became clear that there is a lack of tools to make this kind of experience possible," says a concept3D spokesperson. "The company explains that the goal of ATLAS and CampusBird is to enable resorts to connect with prospective vacationers, business people to make important decisions about staying at their property to help shorten the sales cycle and give a higher level of contact. "With our platform, we create virtual ties to location, interior rooms, way finding, information, etc. all in one place. These are capabilities that have never existed before," says Davis. "We are excited to see it grow and extend to new markets and new levels of service."



Marcos Agostini of Interval International

Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), recently hosted its first Shared Ownership Investment Seminar in Lima, Peru, as part of its increased focus on the Latin American region. Prospective entrants, developers, hoteliers, lenders, and service providers from Peru, Bolivia, and Ecuador, had the opportunity to gain unique insights into shared ownership and the various business models. "With one of the fastest growing economies in the region and a rising middle class, Peru is poised for significant growth in the leisure travel market," said **Marcos Agostini**, Interval's senior vice president of resort sales and business development for Latin America. "This presents exciting opportunities for shared ownership. We look forward to partnering with resort developers to provide travelers throughout the region with unforgettable vacation experiences."



Carl Berry of Star Resort Group

CEO of **Star Resort Group** and pioneer in the shared ownership resort industry **Carl Berry's** says that all the timeshare resorts in New York City have been ordered to cease selling by the city attorney's office. Berry was one of the partners responsible for the development of The Manhattan Club, which is located in Midtown Manhattan, across the street from Carnegie Hall. "Some owner complaints about access on their very flexible-use plans have caused an election year blow-up," he reports. "Plus, I am told that the folks in the City Attorney's office have not taken the time to understand timeshares in general and 'use' plans in particular. A sign of the times with the new administration?"

Joe Berry, RRP, president and CEO of **River Run Company**, says they have managed to maintain a steady flow of new construction at both Attitash and Eastern Slope Inn. Berry was recently interviewed for a profile in the Colebrook Chronicle, a quarterly client newsletter produced by **Colebrook Financial Company** in Middletown, Connecticut. Despite the

recent recession, Berry says there is a new unit under construction at Eastern Slope Inn and a relatively new building at Attitash. His company is able to market to visitors coming to this historically popular vacation destination in the White Mountains of New Hampshire. He says that even with seven major ski resorts and six cross-country ski centers, winter is still only his third best season behind first-place summer and fall coming in second.



Marla Maertins, Tiffany Lewis & Kimberley Wyatt of Resort Trades

Resort Trades, timeshare's most widely-read B2B news journal, announced the addition of two new members to their sales and marketing staff. **Marla Maertins** (Marla@thetrades.com) and **Kimberley Wyatt** (Kimberley@thetrades.com) will join **Karen D'Agostino** (Karen@thetrades.com) in a client relationship/sales capacity. The team is joined by **Tiffany Lewis** (Tiffany@thetrades.com) who will be in charge of classified advertising. Maertins and Wyatt will be responsible for handling client relationships with advertisers whose products and services provide solutions for resort managers, developers, marketers and onsite personnel. They can be reached at 931-484-8819, as can Lewis. D'Agostino will focus on resort management companies and her number is 931-456-7814.

"We are building a larger sales team in anticipation of projected growth in the fourth quarter," says Publisher Tim Wilson. "Our editorial focus will continue to be on issues affecting the operations of resorts. We report on people in the industry, threats to the industry and trends in management and development. Creating worthwhile, original content has helped increase our subscriber base so that we now print and mail more than 5,700 issues each month."

RCI, the global leader in holiday exchange and part of the Wyndham Worldwide family of brands (NYSE:WYN), welcomes the first ecotourism destination in China to its holiday exchange network through its affiliation with Crosswaters Ecolodge & Spa in Huizhou, Guangdong province.

"We are excited to add Crosswaters Ecolodge & Spa to our network of affiliated resorts," said **Gavin Cheong**, business development director, RCI Asia Pacific. "This is a stunning property and it will be an excellent option for our members who are looking for a serene and unspoiled holiday destination, away from the hustle and bustle of city life. RCI continues to be committed to forming new alliances with quality resorts to offer the best exchange options for RCI members. We continue to see demand grow for exchange options around China, and this affiliation will further expand our members' high-quality accommodation choices."

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RESALES, RENTALS & EXCHANGE

An Ounce of Prevention...

By: Gregory Crist

In 1735, Benjamin Franklin was quoted in the Pennsylvania Gazette as saying, "An Ounce of Prevention is Worth a Pound of Cure!" Franklin had lobbied for an organized response to fire problems of the day. He pointed out, how careless handling of "Hot Coals" had led to fires that burned out of control and that quickly caused great damage. The very next year, Franklin formed what would later be called the "Bucket Brigades", Philadelphia's first volunteer fire department and was credited with saving the community from ever dealing with such a catastrophe.

In our last article, we stressed the importance of applying a similar "ounce of prevention" when we outlined why all timeshare associations and management companies should implement procedures to combat fraudulent timeshare transfers.

To gain better insight on the subject, I recently sat down with Peter Grant and Richard Wolf, co-creators of the Timeshare Transfer Registry (TTR) and asked them to share their observations about this growing problem. They also agreed to illustrate some key steps on how an association can develop sound transfer policies that will ultimately help protect their timeshare owners from these suspect practices.

Grant and Wolf are both industry veterans, who feel that many timeshare resorts have made progress in this area; better understanding and responding to the numerous transfer challenges that are happening across the nation. They also expressed concern regarding the number of resorts that were still not adequately addressing the problem. Our conversation quickly turned into a detailed step by step guide that associations and management companies can easily follow and implement.

According to Grant, "Virtually all timeshare associations, within their governing documents, are empowered to adopt sound transfer policies as well as employ detailed best practices. This can help better manage the many issues they may face." So let's get into some solutions.

KEY STEPS

1.) Review Your Governing Documents

Confirm with your Board and resort counsel, that the association has the authority to adopt a transfer policy (most do). "We recommend that all resorts begin with a review of their governing documents. Most will discover language addressing the "Sale of Timeshare Interest", which, among other things,

provides for the Associations maintenance of their Member rosters", said Wolf. "For resort's that question their authority to implement a Transfer Policy, we believe that most resort Declarations clearly provide for this." Confirming that you have the authority to adopt a reasonable transfer policy should get everyone headed in the right direction.

2.) Determine the Extent of your Current Exposure

Carefully examine your Member Rosters and, specifically, your delinquent accounts and most recent Owner Transfers. Attempt to clearly identify the accounts that are held by suspicious entities and/or individuals (TTR performs searches of public records and their own database to help identify both suspect members and suspicious prospective transferees). "We consistently find that resorts that have employed a sound transfer practice for some period of time have less of an existing suspect transfer problem than resorts that haven't", says Grant. So, if you have not already done so, identify the known and suspicious entities and individuals among your member roster and determine the extent of your resort's current exposure. And, as part of your overall Transfer practice, plan to

The Timeshare Transfer Registry - Overview

Initially developed in 2010, the Timeshare Transfer Registry (TTR) was created in response to the alarming activity occurring with the transfer of timeshare intervals that appeared both questionable and illicit. These occurrences resulted in thousands of timeshare intervals being transferred to asset-less entities and individuals that had no intention of ever paying the ongoing maintenance fee obligations.

By 2005, timeshare associations were regularly discovering suspicious owner names, primarily amongst the delinquent and defaulted portions of their Member Rosters, which, coincidentally, included no reliable contact information. Grant Wolf, Inc. partners, Peter Grant and Richard Wolf, long time developers who had remained involved with their resorts as Board Members and consultants, had made similar roster discoveries within the Associations they worked with. Since then, Wolf has spent the past nine years tracking timeshare transfer activity (and the numerous operations

involved) and developing best practices and strategies to support association's with managing the many transfer related challenges.

By 2012, ARDA-ROC (American Resort Development Association Resort Owners' Coalition) had made a commitment to develop or partner with a third party to create an on-line database to address the transfer company business model and its related effects on timeshare owners and associations. At this time, Grant Wolf, Inc. was already 16 months into the development of a transfer company database and had developed and put into practice Best Estoppel Procedures and Practices for a number of the timeshare resorts to which they consulted. Based on their evaluation of Grant Wolf's progress to date, ARDA and ARDA-ROC concluded it was not necessary to develop its own database and elected to work with Grant Wolf to evaluate and refine the TTR product. In 2013, ARDA-ROC formally announced its support for TTR and the Web site, tregistry.com, was launched.

Since many association's currently respond accommodatingly to transfer requests, without requiring basic

information about the new Owner ("Transferee"), TTR first urges all associations to adopt sound transfer policies and gather information about prospective transferees prior to authorizing a transfer. "We urge resorts to work closely with their board, management company and association counsel to establish sound transfer practices and procedures. Among these practices should be the requirement that all transfer requests include a completed copy of the resort's membership application that identifies the new transferee, includes a physical address and provides proof of liquidity." Says Wolf.

With information in hand, resorts can now search a prospective transferee on the TTR web site to determine if public information exists that creates suspicion. This might include numerous timeshare intervals being owned and corresponding reports of dues delinquencies or questionable liquidity to meet the obligation of ongoing maintenance fees or the lack of a verifiable serviceable address. TTR emphasizes that suspect information, while not necessarily the basis for rejecting a transfer request, is justification for seeking additional

information from the escrow company or agent representing the transferee.

Footnotes:

Founded by Peter W. Grant, President, and Richard S. Wolf, Executive Vice President, the Timeshare Transfer Registry is a division of Grant Wolf, Inc., a 30 year ARDA Member company, based in Stateline, NV. Features of the Timeshare Transfer Registry include a dynamic, contemporary database, sophisticated search capabilities, and custom review and reporting. Searches of potential transferees that do not already appear in the database are researched and the results are classified and added into the database daily. Additionally, there is a resource center that provides downloadable Best Estoppel Procedures and Practices, including model documents and letters and suggested transfer policy language for adoption by homeowner associations (HOAs).

Subscriptions to the Timeshare Transfer Registry are available for an annual fee. tregistry.com

communicate with those known suspect entities and individuals (and their escrow agents) and demand they not engage in future transfer activity that is outside of your resort's established policy.

3.) Adopt a Sound Transfer Policy

Assuming you have confirmed your association's authority to adopt a Transfer Policy and armed with an understanding of the scope of the problem within your existing member roster plus, the current transfer activity taking place at the resort, move expeditiously to adopt a formal transfer policy at your resort. "All Associations are different but, typically a resort can adopt a Transfer Policy by action of the Board of Directors based on input from management and the association's counsel", says Wolf.

"A thorough Transfer Policy should include a minimum notification period prior to transfer and basic information about the prospective transferee including an accurate statement of identity, a serviceable address (adequate for process service in the case of a future collection or foreclosure action), proof of liquidity, a copy of the conveyance documents (for review before recordation) and approval of any Power of Attorney to be utilized. Additionally, standardized documents and communications can be readily adopted and utilized in the course of the transfer process". The National Timeshare Owners Association encourages your association to adopt an effective transfer policy if they haven't already done so. When you stop to understand the calculation of lost dues to suspect transferees, timeshare boards should have little reason for dragging their heels on this issue.

4.) Employ your Transfer Policy Consistently and Engage

Once adopted, employ your resort's transfer policy and be sure to do so consistently. Whether a prospective transferee is known to the resort or not, it is important to apply your resort's transfer policy uniformly and in a non-discriminatory manner. "Suspicious escrow companies and unburdening entities tend to argue that resorts don't have the authority to require such information. In our opinion, as long as the requirements aren't unreasonable, associations not only have the authority, they have the duty to take reasonable steps to maintain and protect the membership rosters", says Grant. As part of your transfer policy, plan to actively engage questionable transfer requests and demand they comply with your resort's policies. Again, standardized documents and letters can be readily created and adopted to support your communications during the course of a transfer request.

5.) Educate Your Owners

Many resorts struggle with educating their owners about extensive transfer related exposures and risks. The fact is, some of these "Viking Ships" have already sailed. It's imperative to have regular communication with your timeshare owners and provide constant advisories about transfer activity through newsletters, e-blasts and on-site education, advising them of the perils that exist within the timeshare transfer world. One of the most effective and proactive steps a resort can take is to create awareness which will reduce the volume of fraudulent transfers and negative financial impact to the association.

The Timeshare Transfer Registry (tregistry.com) is a subscriber based program which is endorsed and supported by the NTOA. For more information or to learn how your Association can develop new transfer program safeguards, contact Grant Wolf, Inc. at 775-588-5160.



Gregory Crist is the CEO of the National Timeshare Owners Association and a contributor to The Trades Magazine. For nearly 20 years, the NTOA has been educating, advocating and protecting timeshare owners in the U.S. and Canada. You can reach him at greg@ntoassoc.com or call toll free at 844-ASK-NTOA.



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TECHNOLOGY

3 Ways Big Data Fails with Timeshare Sales & Marketing Efforts (and how to fix it)

By Ryan Williams



Business news is awash in stories of examples of Big Data transforming individual business and entire industries with experts forecasting a new age of business based on the business intelligence gained from data.

Big Data is an expensive proposition, how does a timeshare resort successfully access and use “big data” in their business? (Success in this case means achieving a desired Return on Investment)

To answer that question, we will draw upon 8 years of practical experience analyzing data for various timeshare companies and examine three statements we often hear. Then, we’ll share solutions that stem from our client’s successful use of data to make more informed business decisions.

Fallacy #1

I should use Big Data in my business.

Practical Experience Truth:

A recent question at ARDA was: “What data should I be capturing?” The answer: Use the data you already have! We have yet to see a timeshare resort that is analyzing and benefitting from the data they already capture!

Solution:

The first thing a smart manager does is focus on data analytics rather than “Big Data.” Analytics allow a manager to find hidden trends, patterns, and opportunities in the data they already have.

Smart managers want to look behind the numbers on any single report to see why those numbers exist and what he/she can do to improve them. Analytics allow those managers to see why performance is what it is, and delivers specific ideas to improve it.

Fallacy #2

Data Analytics is the responsibility of IT

Practical Experience Truth:

1. Asking IT to be in charge of analyzing your data is like asking a medical surgeon to fly a Boeing 747 – each is an expert in their field, but not in each other’s! In timeshare, we typically see a surgeon flying a Boeing 747. It is not fair to IT to assign them to analyze data for other departments, as they are not experts in those fields of business!

2. Another reason is time. The purpose of analytics is to be timely. IT departments must juggle priorities created by multiple departments in any organization. For analytics to be truly effective, they need to be done in time to take action and benefit from the knowledge they provide.

Solution:

We find true ROI by allowing decision-making managers access to the information they need to make decisions. Direct access by boots-on-the-ground managers to see their data in their own way and time generates the return on invest-

ment. Some are referring to this approach as “Do-It-Yourself Analytics” which means you remove IT from the equation. Department heads suddenly become powerful with what they know and they find they can act on ideas in hours compared to the weeks and months it cost previously.

Fallacy #3

There is an ROI on Predictive Analytics

Practical Experience Truth:

If anyone could predict human behaviour, we

would be doing it in the stock market right now. The concept of predicting who will buy only adds expense to an already expensive marketing and sales process with little return.

Solution:

Allow business experts in their field direct access to the same information and see a trend to more informed decisions in various areas of their department. Access to information creates transparency. Transparency allows tracking. Tracking creates performance improvement. Performance creates results!

Summary:

These are the top 3 reasons timeshare companies fail at efforts to use Big Data. Successful companies focus on making the information they already have work harder for them. They give non-technical business experts the tools to make performance transparent which is exactly what a good manager wants to make more informed decisions!



Ryan Williams, Business Development, TrackResults, is an expert in technology solutions for timeshare with over 15 years experience consulting 300 resorts worldwide. TrackResults is the world’s only cloud-based business intelligence and data analytics software specifically designed for timeshare.

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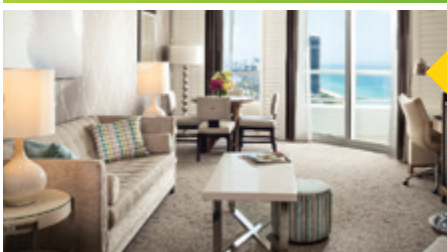
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Resales and Transfer Companies

By Wesley Kogelman, President & CEO, BuyaTimeshare.com

The discussion regarding transfer companies has reached a fever pitch within the industry, as resorts and HOAs continue to grapple with this issue. Increased regulation on the state level has helped to slow down the problem, but there are still companies which continue to offer illegitimate transfer services and resorts need to take a more proactive stance to provide their owners with resale options if they want to protect them from rogue operators.

These companies are soliciting timeshare owners, claiming to be able to release them from their ownership obligations for a fee – which can range from \$3,000 through to \$10,000 in some cases. Thankfully, my company does not participate in these activities, and has not over the 14 years I have been in business. Because of my position as the CEO of a resale advertising company, I have heard many of these scenarios and have been asked to discuss this situation in light of the current state of the resale market.

Resorts Need To Provide Options

According to the AIF State of the Vacation Timeshare Industry: United States Study 2013, only “31% of resorts have programs that provide assistance to HOA’s and/or owners who want to sell their timeshare intervals on the secondary market.”

I was asked to be a table leader at the Resort Management Forum during the ARDA Convention in Las Vegas in April and I was amazed at the comments I heard from resort personnel. Time after time, they explained what they told their owners not to do when it came to resales. But when I asked them what they told owners to do, most of the time they couldn’t answer me.

To help with this situation, here are some tips that resorts can share with their owners:

- Cold calls – owners should never do business with a resale company that initiates contact with them.
- Contact Information – always ask for a phone number and a street address from a company before considering them. A P.O. Box isn’t good enough.
- Beware the “have a buyer waiting” pitch – owners must avoid companies using this tactic if they want a legitimate chance at selling their timeshare.
- Marketing Visibility – ask the company how they market timeshares to buyers and to verify their claims. If an owner cannot find the company, say in a Google search for a general buyer-related term, then neither can a buyer.
- Registered Business – is the company registered to do business in the state in which it operates?
- Contracts – does the company have a written contract that an owner would sign before agreeing to do business with them? Florida law mandates this as a legal requirement.
- Credit Card Numbers – how, and when, does the company process a credit card number and is this information protected?

Always Be In Sales Mode

How does a resort see itself when it comes to sales? The mindset of a resort no longer being in active sales is obsolete and needs to change. Every resort

needs to see itself in sales and can use resale and rental programs as ways to attract new buyers into the fold. The goal is to gain a happy, maintenance fee-paying owner who can be an advocate for the resort as well as the timeshare industry in general.

Once the resort has decided to become involved in resales, it needs to choose the mechanism to provide options to owners, whether it’s an in-house or referral program. The average age of a new timeshare buyer has dropped to the mid-40s so, because of technological advancements, utilizing resale partners who understand new technology to be an “active sales center” can create opportunity at no cost to the resort.

Remember, this is not only about generating revenue and new owners, but protecting current owners from the unscrupulous operators in the market. Otherwise, resorts leave their owners no choice but to look for options on their own and run the risk of their owners ending up with a transfer company.

Solving the Problem

The difficulties for resorts when it comes to resales are resources and expertise – and they can lack both. With everything they are asked to do, from running the resort to managing bookings and customer service, there just isn’t the time or money to create a new program.

There are licensed brokers and online advertising companies such as ours who can help resorts create programs and give their owners an outlet to market their timeshares. In our case, we have created a subscription service which is available at no cost to resorts and HOAs and has a revenue-sharing component which will allow the resort to create an additional revenue stream while their owners are advertising their timeshares for sale on our site.

ARDA is another good place to start. There are several legitimate, professional operators in the resale industry and a search of the ARDA membership list can give resorts some possible companies to contact.



Wesley Kogelman is the President and CEO of BuyaTimeshare.com, one of the leading Internet advertising and marketing companies for timeshare owners who seek to sell or rent their timeshare by owner. Wes was an online pioneer for the timeshare secondary market, developing one of the first industry-dedicated platforms in 2000

which allowed owners to interact on the Internet to buy, sell and rent timeshares. BuyaTimeshare.com was listed as one of BusinessNH Magazine’s Top 10 Companies to Watch in 2009 and Inc. Magazine has ranked it as one of the fastest-growing, privately held companies in the U.S., making the prestigious Inc. 5000 list in 2010 and 2011. Wes has a Bachelor Degree in Management from the University of Tampa, an MBA from Rivier College in Nashua, New Hampshire, and makes his home in Nashua.

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SUPPLIER PROFILE

Travel To Go: Service on Steroids

By Georgi Bohrod, RRP

Since 1990 Travel To Go has been “Making Dreams Come True” for thousands of travelers by offering countless timeshare and vacation resort accommodations while delivering excellent customer service. It provides some of the largest discounts on resorts, cruises, hotels and ours in the travel industry. The company’s goal is to go above and beyond what its members expect from a travel club, and give them an exceptional traveling experience in terms of quality, service and value.

Travel To Go wasn’t always this big. Just like Jeff Bezos started Amazon out of his garage, the original founders, Jeanette Bunn and her mother Diane Sharp started building up their member base out of a shoebox containing referrals and business cards. Today the travel club is proud to boast more than 60,000 members and is still growing.

All in the Family (almost)

Travel To Go began as a family-owned business and has remained so ever since. President and CEO Jeanette Bunn (a leading finalist in the San Diego Woman of the Year competition) and her close and extended family have all pitched in to make the company successful. Jeanette Bunn believes work and family are the best of both worlds. “I feel privileged and blessed to be able to work among my family. People always ask how we do it. But for us, it’s just second nature. We are a close family and we really enjoy spending time together. So working together and helping each other succeed is a very positive experience,” says the dynamic leader.

Bunn’s mother and co-founder, Diane Sharp, is Chief Financial Officer, and her brother, Troy Nuñez, is Vice President of Operations. Originally he served as Vice President and Director of Marketing from 1990 to 2000. After being successful at pursuing his own dreams, Nuñez was lured back into the business by Jeanette in 2012. He believes that “Travel To Go is on the



Tommy, Jeanette, Troy accepting an award

bubble of setting the standards of how vacations should happen throughout the entire vacation industry.”

Today, Keith Franklin, a longtime friend of the family and former general manager for Travel To Go, has rejoined the company as Co-President to handle internal activities while Jeanette Bunn and Tommy Middaugh will manage external affairs and focus on business development, membership increase, new partnerships and revenue growth.

Travel Industry Champions

Since the very beginning, Travel To Go has been an active participant in travel industry associations. The company is a longtime member of C.A.R.E. (Cooperative Association of Resort Exchangers), a trade association founded in 1985 by representatives of timeshare resorts who realized that, by exchanging vacation inventory among themselves, they were able to increase vacation opportunities for their owners. The organization has become a powerful networking platform that helps owners of over 2500 vacation properties throughout the United States, Canada, Mexico, Europe and Australia meet the travel requests of a million members. While Jeanette Bunn served as C.A.R.E.’s Vice President and Board Member for 9 years, she had the opportunity to contribute her expertise to the industry, as well as create new partnerships that have directly benefited Travel To Go’s members. As much as she liked her leadership role, Bunn’s favorite part of the job probably was to help fund C.A.R.E.’s marketing efforts. Over the years, she helped raise more than \$175,000 through the organization’s Silent/Live Auctions and Super Raffles.

Another way Travel To Go is involved in the travel industry is through ARDA (American Resort Development Association). ARDA represents the vacation ownership and resort development industries, with the mission to promote the growth and development of the timeshare industry through advocacy, networking, partnerships, knowledge sharing, and professional development. Tommy Middaugh was recently appointed to serve on two ARDA groups: the Communications Committee, and the Travel Task Force Committee. As in previous years, Middaugh – a regular columnist for this publication--will continue attending meetings at various ARDA conferences and conventions, sharing his deep knowledge of the industry and brainstorming on



1st Row (Left to Right): Troy Nunez, Tommy Middaugh, Jeanette Bunn & Diane Sharp; 2nd Row (Left to Right): Joe Miller, Roxanne Franklin, Tom Lay, Kerry Stebbins, Betsey Whitman & Victoria Crittenden

ways to attract new customers to the industry and create even more valuable products and services.

Paying It Forward

Giving back to the community and making dreams come true has always been very important to the company. Realizing that the foundation for a productive community stems from involvement. Travel To Go proudly supports non-profit organizations and other good causes by participating in local and regional charitable projects and events. Jeanette Bunn first served as Board Co-President and is still involved with Send Me On Vacation, whose goal is to offer a much needed vacations to women with cancer who have undergone treatment and now need a place to rejuvenate and heal their body, mind and spirit. Tommy Middaugh is a strong supporter of the Wounded Warrior Project, whose mission is to raise awareness and enlist the public’s aid for the needs of injured service members, as well as to help injured service members aid and assist each other. Other non-profit organizations and events the company has supported in the past include Royal Family KIDS, Almanac Trail Concert Tour, the San Diego Muscular Dystrophy Association, Memorial Walk at the Bakersfield National Cemetery, and the YWCA. Most recently Travel To Go accepted the prestigious ACE Excellence for Community Service Award at ARDA World 2014, which recognizes the company’s ongoing charitable contributions and service to the community.

Travel To Go’s commitment to helping steer the evolution of the travel club product and its own position within the travel and timeshare industries has resulted in numerous honors and awards. This spring, it received the “Best Membership Program” award at the GNEX 2014 Meeting of the Minds conference. It was also nominated for “Best Overall Company”, “Best Team”, “Best Customer



ARDA recently acknowledged the efforts of Betsey Whitman of Travel To Go

Service”, and “Best Consumer Program” at the event. Travel To Go was also a finalist for the 2013 “Most Innovative Marketing Campaign / Concept Award” presented by the San Diego Regional Chamber of Commerce. In addition, the company has worked diligently year after year to maintain its A+ rating with the Better Business Bureau (BBB), the highest rating available with the agency.

It’s all about the Attitude

Travel To Go works hard at engaging its travel club members with both traditional and social media marketing methods. It recently celebrated 3000 likes on its Facebook page, a milestone it set for itself just a few months ago. While internet friendly,

the company prides itself on the personal relationships it develops with its members. It has designed a personalized concierge-style customer service standard it calls 5-Star Service that is unique to the travel club industry and well above what most customers are used to when it comes to customer service. Its travel agents are friendly from the moment they pick up the phone, enthusiastic about the

members’ vacation plans and caring about their unique wishes and desires. They are respectful of individual requirements and productive by booking reservations promptly. They always end the call thanking members for their loyalty and perform relentless follow-up to ensure that the customer needs are met. A traveler’s greatest luxury is probably their time. By offering 5-Star Service with the right attitude, Travel To Go makes the time its customers spend booking their trip more productive and more enjoyable.

To have employees provide the best customer service, the company has realized it is more important to hire for attitude, rather than experience. With many successful internal training programs in place, it hires people with a positive perspective. Those are people with patience and excellent listening skills, who genuinely like others, enjoy interacting and serving them well, care about their needs, and want to make them happy.

Travel To Go’s customer satisfaction standards are paying off by being recognized in the travel industry. ARDA recently acknowledged the efforts of two Travel To Go employees by naming them finalists in the Owner Customer Relations Team Member category and the Administrative Team Member category. Victoria Crittenden and Betsey Whitman made their mark by providing exceptional customer service, not only to travel club

ARDA recently acknowledged the efforts of Victoria Crittenden of Travel To Go



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members but also to their peers and outside vendors. Both generous with their caring attitude and their time, these employees are the reflection of an environment dedicated to quality, service and value.

Taking 5-Star Service to the Next Level

Jeanette believes Travel To Go’s 5-Star Service is “customer service on steroids” and that is the way it should be. She and her team of travel club professionals realize that exceptional customer satisfaction is the key to the company’s success. “Our 5-Star Service has really set the bar for what the traveler’s personal experience should be throughout the entire vacation industry. It leads to low cancellation rates, repeat business, long-term commitment, great testimonials, and many referrals,” she says.

Customer satisfaction and industry respect are just a few of the reasons that motivate the Travel To Go team to continue making dreams come true in the years to come.



Georgi Bohrod is the founder of GBG & Associates a firm specializing in the seamless integration of multiple marketing and public relations toward the effective fulfillment of client business goals. The company has created and implemented a wealth of strategic marketing, advertising and public relations programs for hotels, timeshare resorts, resort developers, small businesses, service providers and travel industry corporations. Under the leadership of Georgi Bohrod, the company has won countless awards for collateral material design, interactive media design and public relations. For more information on GBG & Associates, visit www.gbgandassociates.com or send an email to Georgi@GBGandAssociates.com.

SUPPLIER PROFILE - POLLY PRODUCTS

Polly Products: Breathing New Life into Old Material



Companies all over the world are joining the Green Movement. Polly Products is one such company that has not only taken the recycling challenge head on, but has revolutionized the way we reuse the materials that are harmful to our environment. The founders of Polly Products had a vision that they felt must be fulfilled. That vision became reality with the culmination of three years of research and our first solid recycled plastic bench leg was manufactured from recycled plastics in 1986. Quick to follow were benches and tables that adorn many outdoor settings all over the country. Soon after, Polly Products extended our product line to offer many other site amenities such as trash and recycle containers, planters, outdoor message centers, and bike racks.



We are a Michigan based company that specializes in the manufacture and sale of outdoor furniture that is made from recycled plastic. Our Green

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“Green Products for a Green World” is in the forefront of our minds every day. Sustainability governs our business practices from encouraging recycling efforts in the office and plant, to the way we melt, mold, and mix our recycled materials. The consumer starts this process by recycling plastic materials on trash day! Plastic is then transported to recycling facilities, cleaned for reuse and cut into small flakes.



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Should you self-brand a travel club? Is white labeling the way to go?

By Tommy Middaugh,
Travel To Go

1) What is white labeling?

White labeling, also sometimes called private labeling, allows a company to take a service or product by another company to rebrand and market it as its own. White labeling gives the company complete control on to whom and how to sell that product or service within practical guidelines set within the service entity's abilities. Acting as a distributor of a white-labeled vacation club membership enables both timeshare developers and owners, resort managers and independent distributors, to use the program at the sales table, or online. With a high closing rate, a flexible commission and customized high-end packages that fit the need of their particular audience, more and more developers and distributors are turning to travel club memberships to increase their profits.

2) What are the advantages of white labeling?

a) Ease of implementation and turnkey operation.

A private-labeled travel club membership requires very little capital investment and is already a proven, successful business model. The risk is very limited. Most travel club companies offer marketing and financial referrals enabling a quick and financially justifiable start up. Finally, by setting their own commission rates, distributors have full control over the profits they make on each sale.

b) Variety of products

A travel club membership like the one Travel To Go offers provides millions of members with deep hotel discounts, low priced condominium rentals and resort stays. Most travel clubs also offer a variety of vacation options such as reduced prices on cruises, tours, entertainment, amusement parks, historic sites, and restaurants. With travel trends changing year after year, distributors find the flexibility of a travel club membership a high-selling point to meet their prospects' desires and needs. It delivers the huge buying power of a myriad of vacation products under a single umbrella, yet using the distributor's own private branded product.

c) Additional business revenue

Timeshare developers and managers can benefit from a white-labeled travel club offering in several ways. Travel club members who may not be interested in a timeshare purchase may still help fill rooms, which will provide cash flow to finance further developments and HOA funds with revenue from filling unsold or empty units. Bringing travel club members to resorts can also provide ongoing revenue streams to other profit centers of the resort, such as restaurants, activity centers, entertainment centers, pools, and gift shops.

d) Travel to Go Vacation Fulfillment (5-Star Service "on Steroids")

Our 5-Star Service is the main reason why our distributors value their alliance with us so much. We mandate training courses in product and customer service and standardize the procedures to ensure customer satisfaction and consistency. Our employees are knowledgeable and have high customer service standards.

3) What should you look for in a travel club partner?

When evaluating travel club companies to partner with, it's important to find the right match for your audience. A travel club company that offers a balanced portfolio of vacation products and services that can serve all age groups and travel types can be highly attractive to prospects, making the closing process easier with a broad audience. Another factor is performance. The white label will reflect your company brand, it is important to ensure your clients will be traveled when they need to be.

Business credibility and industry recognition are also very important. Travel To Go has an A+ rating from BBB, and has received many industry awards over the years, including the Perspective Magazine Award for Best Membership Program and the 2014 ACE Award in Community Service. The company is also highly involved in industry forums and discussion panels, such as the ARDA's task force for travel clubs.

Finally, strong marketing support is crucial when researching the right white-label partner. A travel club company should give its distributors an opportunity to set their own commissions and profits on every sale, as well as provide branded collateral materials to make it easy to close the deal. At Travel To Go, we offer our distributors a printed exit kit, full customizable kits, posters, 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. Our B2B newsletter is another way we serve our distributors and vendors, and enhance the transition from sales to fulfillment for our new travel club members. Last but not least, a seamless transition that leaves new travel club members with the feeling of trust in the companies they are doing business with is a great way to ensure long-term membership, as well as future referrals.

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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?



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
· Initial/Deep Cleaning
"Jani-King takes care of your housekeeping needs so you can take care of what's really important. Your guests.

CLEANING SERVICES



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
· 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"

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 USA
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.

CLIENT GENERATION



MARKETING DECISIONS INC

Marketing Decisions Inc.

774 Mays Boulevard, Suite 9
Incline Village, NV 89451 USA
Ph 1: 775-831-9732 FAX: 775-831-5785
Email: dwagner@marketingdecisionsinc.com
Website: www.marketingdecisionsinc.com
www.ReportsPro.net
Contact: David M. 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 Eighteenth (18th) year in successful 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, State and Wireless 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.

COLLECTION SERVICES



Blackwell Recovery

4150 North Drinkwater Boulevard, Ste. 200
Scottsdale, AZ 85251 USA
Ph 1: 800-451-0801 Ph 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
· FDCA and State Regulations Compliance.
· Skip Tracing Department.
· Automatic Debit and Electronic Funds Transfer
· Customized Reporting Packages
· Bilingual Collections Staff

COLLECTION SERVICES



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

Resort Trades Testimonial

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

Leonard F.

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

"I don't know of a resort manager who isn't familiar with the publication," says Cunningham Management Vice President Kevin Mattoni. "In fact, whenever I visit a manager, Resort Trades is almost always somewhere handy in their office. The fact that a manager keeps it close by shows they're reading it. Managers have too much clutter to hold onto anything they're not reading."

Cunningham Management Vice President Kevin Mattoni

COMPUTERS AND SOFTWARE



Advanced World Concepts Inc.

2237 Del Mar Scenic Parkway
Del Mar, CA 92014 USA
Phone 1: 858-755-8877
FAX: 858-755-2754
Email: sales@prsystem.com
Website: www.prssystem.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.

Impact International (Sept. sponsor) • Resort



A Single Mom's Fight For Life

Changing Lives
One Vacation at a Time

My name is **Maureen Keelen** I am a single mother of two wonderful boys named Casey age 17, and Kodi age 11. These boys are my reason for living and my main reason I fight cancer so hard.

I was originally diagnosed in November of 2010. I went through a bilateral mastectomy in January 2011 and full reconstruction. After chemotherapy I was told I was ok and went back to working and living my life. I was practicing yoga and hurt myself, or so I thought. I began seeing a chiropractor in 06/2012 and continued to do yoga and everything in pain, just thought I pulled something. It was a tumor wrapped around my spine at thoracic vertebrae number 4. I finally went to my PCP, as nothing was improving, and I was in a lot of pain every day. My doctor was very good in the respect he knew something was up and sent me right over to an ultrasound, and I was called within the hour. I was diagnosed with Bone Mets on 9-11-2012. I jumped into fight mode again. I could barely walk at the time due to tumors on my sacrum causing severe muscle spasms. I began radiation immediately to the spine. I had 11 treatments in a row, straight to the tumor. Luckily, the tumor shrunk, giving me some relief. I then found out I had cancer in my ribs, sacrum, hips, femur neck base of skull, pretty much everywhere in my bones. I also went through a hysterectomy that year when they did the surgery they also found cancer in my uterus. WOW! So I continued treatment and am now doing better. I am on a FDA fast tracked clinical based trial. It is a double blind study. They are having great success in patients from phase two who are cancer free 6 plus years! It is a daily oral pill and a monthly shot of Faslodex



I really appreciate the great things you do for survivors. I am also a widow and do it all on my own. I do not have the means to take my kids on vacation so I really hope we get to go on vacation and just enjoy time together, as our daily life has a bit of stress.

Send Me on Vacation Mission

To Provide a much needed vacation to women with breast cancer who have undergone treatment and need a place to rejuvenate and heal their body, mind and spirit.

Our Cause

Many women who have experienced treatment for cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin. The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to CELEBRATE life!

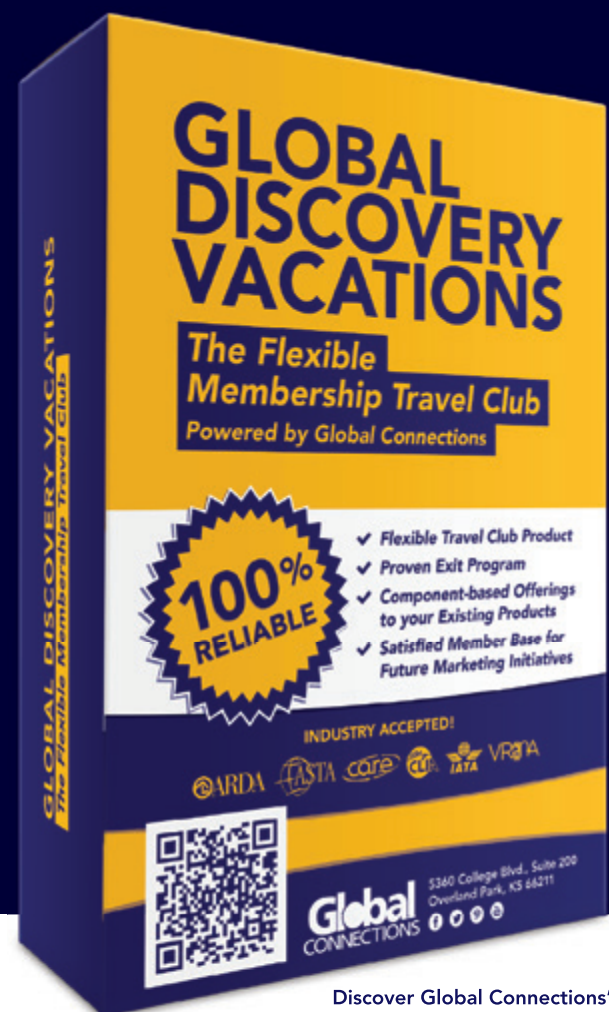
If interested in becoming a member, donor or sponsor please contact us at membership@sendmeonvacation.org.



San Francisco Exchange • Unlimited Vacation Club • Absolute Holidays • Meridan • M&T Services

Travel To Go • Track Results • Condominium Travel Club • Holiday Systems • BuysTimeshare.com

WE'VE MADE IT EASY TO THINK OUTSIDE THE BOX



Discover Global Connections' flexible, innovative solutions for today's vacation industry marketplace. Contact Melanie Gring, Vice President of Marketing, at 561.417.7559 or mgring@gcittravel.net for all the details.

MEMBERS DIRECTORY

COMPUTERS AND SOFTWARE



Select Software International
 21507 Caribbean Lane
 Panama City Beach, FL 32413 USA
 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.



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
 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 in 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
 Phone 1: (702) 800-7020
 FAX: (866) 508-5368
 Email: sales@wowservicesgroup.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



IMPACT Direct Marketing
 16427 N. Scottsdale Rd, Suite410
 Scottsdale, AZ 85254 USA
 Phone 1: 866.414.1389
 Email: agarcia@imdirectmarketing.com
 Website: www.imdirectmarketing.com
 Contact: Aaron Garcia
 Specialty: At IMPACT Direct Marketing, our goal is to help our clients get the greatest return on their Direct Mail and Promotions investment. We offer high performance technology from integrated tracking with real time access to program results, tracking customer acquisition, customer activity and retention while being aggregated with ROI analysis. Impact Direct Marketing provides free consultations that will help you create and manage more successful direct marketing campaigns. We have zero set up charges, and quick turnaround. If you need competitive pricing on Lead Generation, Direct Mail, Mailing Lists, Data Analysis, Online Lead Capture, Promotions and Premiums, Scratchers, Sweepstakes and Games, Call Tracking or Analytics contact our expert team to help you focus on what you do best: SELL!



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!



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.

DIRECT MAIL AND MARKETING



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
 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
 MUCH MORE THAN A DISINFECTANT
STERI-FAB
 Phone 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
 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

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



A Better Way to Exchange

Resort Travel & Xchange
 521 College St
 Asheville, NC 28801 USA
 Phone 1: 828-350-2105 Ext. 4448
 Email: cviolette@rtx.travel
 Website: www.rtx.travel
 Contact: Corina J. Violette, Director of Resort Partnerships
 Specialty: Resort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers to provide the best exchange options possible to its members. In addition to exchange services, RTX offers a number of travel benefits and discounts to members. Additionally, RTX provides low-cost benefits to partners including opportunities for rental income through assistance with resort inventory. RTX has approximately 60,000 members.

HOSPITALITY 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: sfizdale@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.

HOSPITALITY INTERIOR DESIGN



Hospitality Resources & Design Inc

919 Outer Road
Suite A
Orlando, FL 32814 USA
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.

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

HOUSEKEEPING 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

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"

HOUSEKEEPING SERVICES



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
 - 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: Melissa Tipton ext. 109
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.



thetrades.com

Trades Faces & Places:

Continued



Drew Reynolds of TrackResults

TrackResults (TRS), a timeshare analytics software company, announced the addition of three new clients and eleven sales centers in July 2014. **Drew Reynolds, RRP**, Co-Founder of TrackResults said "We are pleased that TrackResults has broken

their previous July 2013 record of seven sales centers. This is consistent with the 40 percent annual growth pace we have been sustaining." TRS says that Discover Vacations and **Financial Services America** – a travel club fulfillment company – has deployed TRS sales analytics software in their new centers. Another new client for TRS, **Start to Finish Travel**, opened a new sales center and will be using their system. A third new client to be added to TRS' fast-growing network is **QUP**, a travel club tour generator. A company executive says that QUP is digitally manifesting tours to all of their clients exclusively via TRS and is using the marketing analytics feature internally to increase tour show percentage. For their client, Grupo Vidanta, the software has been deployed in a Cancun sales center as one of the first of six local or "National" sales centers. Vidanta has been using TRS in their seven sales centers marketing to their international tourists across Mexico for many years. Another

TRS client, EndlessAccess, added the new feature of roadshow tracking and opened their first permanent sales center on the east coast of the United States in July.

Also growing their business by leaps and bounds is **SPM Resorts**, based in Myrtle Beach, South Carolina. SPM reports that HOAs in Stony Court in Virginia, Sea Scape Golf & Beach Villas in North Carolina and Oceanique Resort in Florida selected them for professional management. Sea Scape Golf & Beach Villas is located in the Outer Banks in Kitty Hawk, N.C. SPM manages several additional properties in the Outer Banks area including Outer Banks Beach Club I & II, Barrier Island Station and Ocean Pines. In total, SPM now manages eleven properties in North Carolina. Stony Court is located next to Chalet High, another Basye, Va. resort managed by SPM Resorts, Inc. Lastly, Oceanique Resort is located in Indian Harbour Beach, Fla. This is the seventh resort in Florida managed by SPM. Others include Blue Tree Resort in Orlando, Vacation Villas at FantasyWorld in Kissimmee, Atlantic Terrace in Daytona Beach Shores, Tropic Sun Towers in Ormond Beach, Hollywood Beach Tower in Hollywood, and La Costa Beach Club in Pompano Beach. **Bill Young**, SPM Resorts' President and CEO, said, "We are thrilled to expand our management portfolio to include three new timeshare resorts. The growth of our company is a testament to our hardworking team, who

work daily to make each of our resorts a better vacation spot for owners and guests. As a professional timeshare management company, we focus on generating revenue and reducing expenses in order to keep maintenance fees as low as possible for owners and to make improvements to the resorts."

Sunday, October 5, 2014 will be the occasion of the Virginia Beach, Virginia, annual JT Walk. Resort Trades urges everyone to 'Walk the Walk' to support ALS research and services. Over the last six years more than 30,000 people have gathered at the Virginia Beach oceanfront to participate in what is now known as **the JT Walk & Beach Party**. It's a good cause and a good time! For more details about the JT Walk, please visit www.jtwalk.org. On the Monday following the walk, the annual **Virginia Resort Development Association (VRDA)** will be held at the Oceanaire Resort, located at 3401 Atlantic Ave., Virginia Beach, VA, 23451. Contact gsheperd@merid.com for more information. Also on Monday, VRDA will be holding its 8th Annual VSA Golf Outing at the Red Wing Golf Course. The outing will tee off at 1:00 PM. The rate is \$36.00 per player to be paid to the pro shop at check-in. Please RSVP to Maura Pratt at mpratt@vsaresorts.com by no later than September 29th.

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LEAD GENERATION



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FAX: 407-641-9928
Email: rodharding@hardingcompanies.com
Website: www.hardingcompanies.com
Contact: Rod Harding
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MARKETING



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Website: www.smlmarketingllc.com
Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo
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Contact: Walter Halicki
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Resort Trades Testimonial

We certainly find a lot of value in your publication, and of course love working with you! It's a great publication to reach industry professionals. Our staff loves to read all of the articles and the advertisements so we can stay on top of industry trends and learn about new vendors.

Hatton Gravely, SPM Resorts

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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

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Contact: Georgi Bohrod
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Scottsdale, AZ 85260 USA
Phone 1: 310-923-1269
Email: Sharon@SharonINK.com
Website: www.Sharon@SharonPR.com
Contact: Sharon Drechsler-Scott, RRP
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RECEIVABLES AND MAINTENANCE FEE SERVICING



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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.

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RESORT MANAGEMENT



Grand Pacific Resort Management
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Carlsbad, AZ 92008 USA
Ph 1: 760-827-4181 FAX: 760-431-4580
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Website: www.gprmg.com
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RESORT MANAGEMENT



Liberte Resort Management Group
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Email: diana.johnson@essentialamenities.com.
Website: www.essentialamenities.com
Contact: Ms. Diana Johnson
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 Email: connie@rimcoinc.com
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 Incline Village, NV 89451 USA
 Ph 1: 775-831-9732 FAX: 775-831-5785
 Email: dwagner@marketingdecisionsinc.com
 Website: www.marketingdecisionsinc.com
 www.ReportsPro.net
 Contact: David M. 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 Eighteenth (18th) year in successful 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, State and Wireless 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.

TELEMARKETING REGISTRATION

Tele-Sales/Registration Consultants
 7835 San Pablo Road, SE
 Deming, NM 88030 USA
 Ph 1: 575-546-4094 Ph 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.)

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

TITLE COMPANIES



vacation ownership

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
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- 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, Inc.
 3626 Quadrangle Blvd.
 Ste 400
 Orlando, FL 32817 USA
 Phone 1: 407-658-8285 Ext. 23
 Email: keith@kgiresorts
 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.

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Frank Bertalli
 301 Indigo Drive
 Daytona Beach, FL 32114
 or visit us online at: www.ETTSI.com

MEMBERS DIRECTORY

TOUR GENERATION



MARKETING DECISIONS INC

Marketing Decisions Inc.

774 Mays Boulevard, Suite 9
Incline Village, NV 89451 USA
Ph 1: 775-831-9732 FAX: 775-831-5785
Email: dwagner@marketingdecisionsinc.com
Website: www.marketingdecisionsinc.com
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Specialty: Outbound and Inbound
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Tours.

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. MDI has a custom Confirmation Letter Website.

. Our commitment to Federal, State and Wireless DNC Compliance is second to none, through proprietary websites.

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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.



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
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...

TOUR GENERATION



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
Phone 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



Executive Tour and Travel Services, Inc.

301 Indigo Dr., Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
Specialty: TTSI 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

TRAVEL CLUBS AND EXIT PROGRAMS



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
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Call or Contact Us now!
Let Us Make You An Offer!"



Travel Services

415 S. State St.
Litchfield, IL 62056 USA
Phone 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.

Resort Trades Testimonial

"When I really want to know what is happening in the industry, I check Resort Trades. Both the on-line and tabloid formats allow them the space to include more news than a magazine can afford to carry. Plus, being a marketing and public relations professional, I understand and appreciate that the Trades' news items are more timely because their turn-time between cut-off deadlines and print are shorter. And, certainly, you can't beat their Web news site for timeliness. In addition, I learn a great deal about who is doing what in the industry by reviewing the ads. I find that the Trades' advertising cost is affordable. Plus, the classifieds – "Trades Members" – is an encyclopedia of who's who in the industry.

Sharon Drechsler
President Drechsler Communications
Scottsdale, AZ 480-626-0121

TRAVEL CLUBS AND EXIT PROGRAMS



Travel To Go

7964-B Arjons Drive
San Diego, CA 92126 USA
Phone 1: 800-477-6331 ext. 105
Email: tmiddaugh@TravelToGo.com
Website: 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 inclusions, 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 Jeanette 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.

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
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?

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Executive Tour and Travel Services, Inc.
 301 Indigo Dr., Daytona Beach, FL 32114 USA
 Phone 1: 866-224-9650
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 Specialty: TTSI 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

IMPACT

INTERNATIONAL MARKETING
IMPACT International Marketing
 349 S. Lake Havasu Ave, Suite 104
 Lake Havasu City, AZ 86403 USA
 Phone 1: 844.471.8758
 Email: acox@iimgroup.com
 Website: www.iimgroup.com
 Contact: Abby Cox
 Specialty: In addition to being the leading provider of sales incentive products and services for direct marketers, we provide high demand travel products to human resource departments to incentivize sales teams and marketing professionals nationwide. Travel certificates are a low cost, creative and effective way to obtain customer acquisition, retention of your current customer base or reward existing customers through referral programs. IMPACT's specialized IT team provides the technology necessary to support client travel needs. We provide simple travel portals to customized redemption centers to facilitate your own travel program. Whether you're looking for premium travel incentives or promotional travel certificates, IMPACT International Marketing provides one-stop shopping for all your incentive travel needs. We are even able to white label a program specifically for your current marketing needs. Contact us today and learn more about some of our more popular travel products that include airfare, with or without accommodations, theme park tickets, 3, 4, 5, or 7 day cruises, 2 to 5 star Resort Stays, All Inclusive Getaways to the Caribbean and Mexico, Hawaii, and more.

Resort Trades Testimonial

"I just received our invoice for our ad in The Resort Trades Management & Operations magazine. It made me reflect on the advertising dollar our company spends and how much we appreciate the reasonable rates set by your publication. At the same time I would like to compliment your organization for the tremendous improvements we have noticed in each issue and encourage your continuing development and success. We look forward to each issue full of interesting and well-written articles by vastly different businesses sharing an interest in the management and operations segment of the vacation resort industry.

Linda George
 President Crawford Associates
 Sarasota, FL • 941-926-8850

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
 Website: 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
 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.

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
 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?



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EMPLOYMENT



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OTHER



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