

RESORT



Trades

Resort Professionals'
Monthly News Journal



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**Cathy Backus pilots
Send Me On Vacation's
"Jetting Pink" campaign in observance
of Breast Cancer Awareness Month**



**Mike Szwajkowski,
Capital One**



**Jim Casey,
Capital One**



**Jan Samson,
Vacation Resorts
International (VRI)**

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Not the Nightmare
Everyone Thinks It Is**

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10 Essentials for
Timeshare Resorts**

STATE OF THE INDUSTRY

**Resetting the
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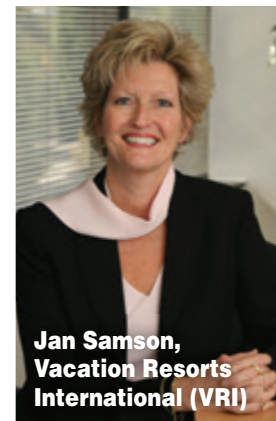
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Faces & Places!

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

By Karen D'Agostino and
Sharon Scott, RRP

Interval Leisure Group (ILG) (NASDAQ: IILG), which provides membership and leisure services to the vacation industry, says they promoted **David C. Gilbert** to the position of president of **Interval International**, effective September 1. He is reporting to **Craig M. Nash**, ILG's chairman, president, and CEO.



David C. Gilbert,
President
of **Interval
International**

Resort Trades is a long-time admirer of Gilbert and has observed how, as executive vice president of resort sales and marketing, he has been instrumental in the growth of the Interval resort network and in the development and marketing of major products and programs. Look for him to foment tremendous growth to the company in his new role as he directs the implementation of Interval's global strategy, which includes enhancing the overall value proposition, member engagement, and client relationships. "I am very excited to head such a talented and dedicated group. I look forward to working with everyone on the team, to take Interval International into the future," Gilbert said.

Interval also announced recently they had made a \$20,000 donation to the **Caribbean Tourism Organization (CTO) Education Foundation**. **Panna Utpaul**, general manager of **Marriott's Frenchman's Cove**, presented the check to foundation executives during the CTO State of the Industry Conference in St. Thomas, U.S. Virgin Islands.

Breckenridge Grand Vacations (BGV) will start presales of their fourth resort in Breckenridge, Colorado, The Grand Colorado on Peak 8, in December. Through a private offering, first-day purchasers will gain exclusive "Founders' Club" benefits. Existing BGV owners from the company's other nearby projects of Gold Point Resort, Grand Timber Lodge and the Grand Lodge on Peak 7 will have first priority to purchase at the new 75-residence property.

According to **Rob Millisor**, one of BGV's developers, "The Grand Colorado will be the pinnacle resort within our resort family. With its mountain modern feel and luxurious residences, it will become the most exclusive fractional/timeshare resort to date in the Rockies."

Fermin Cruz, vice president Americas region for **DAE (Dial An Exchange)**, announced they were recently selected by management company, **LaTour Hotels & Resorts**, to provide owner services for members of its **Whiski Jack Resorts** in Whistler, Canada. "We have a core competency in servicing timeshare owners, understanding booking transactions, and offering inventory distribution channels," says Cruz. "With our solid technical platform, it was natural for us to add owner servicing to our growing suite of services to the industry."



Fermin Cruz, vice
president Americas
region for **DAE (Dial
An Exchange)**

The **LaTour Group** also recently worked to introduce **SPI Orange software** into the timeshare property. **Whiski Jack Resorts** is now using SPI, the timeshare industry's premier software, to run its 15 associated timeshare properties in Whistler, B.C., Canada. **LaTour Group Management Canada, Inc.** is a division of **LaTour Hotels and Resorts**, which operates properties located in the United States, Canada, Mexico, Caribbean, and South America. LaTour Group worked with the Whiski Jack Board to select SPI as the association's front desk, reservations and owner management operating software.

"After a thorough search for the right software to handle the needs of the 15 properties, LaTour recommended

SPI's software package to Whiski Jack. A motivating factor was that we had previous experience with SPI and once we saw all the new enhancements SPI Orange had to offer we were eager to recommend and deploy their software solution for the properties," says LaTour Vice President of Resort Operations and Rental Sales **Peter Gust**.

Mary Lynn Clark has been announced as president of **Wyndham Vacation Rentals North America**. Wyndham Vacation Rentals is the world's largest professional manager of vacation rentals and part of the Wyndham Worldwide family of brands (NYSE: WYN). In her new position, Clark will be responsible for leading and growing the company's North American rental businesses, which include the well-known brands of ResortQuest, Kaiser Realty and Oceana Resorts. Clark is based in Parsippany, N.J. and reports to the COO & CFO of Wyndham Exchange & Rentals Gail Mandel. Clark holds bachelor's degrees in finance and marketing from Duquesne University.

Another promotion announced recently was that of **Nicky Sheridan** to the position of Chief Executive Officer of **Christel House South Africa**. According to a letter from Vivienne Noyes-Thomas, Development Director, Christel House Europe, "Nicky comes to us with extensive experience in leadership and operational excellence. He has had an impressive 23-year career with the major global organization, Oracle. Based in South Africa for the last eight years, he held several vice president positions covering the Middle East and Africa, including that of CEO for Oracle in South Africa from 2005-2008. During his tenure, Oracle greatly expanded its operations in these regions.

"Nicky will bring his robust experience and energetic leadership style to strengthen the management team at Christel House South Africa. He will report directly to me and to Steve Ross, Chairman of the Board of Directors. Nicky officially joined the organization in late July 2014 and has now settled into his role at the School in Ottery, Cape Town."

Tommy Middaugh, VP of Business Development of **Travel To Go**, recently announced their new "Service on Steroids" platform which tracks and gauges each member's activity and participation within their discounted travel club. Tommy expresses, "This is to ensure that each member is not only provided 5-Star Service, but also enables us to 'Make Dreams Come True!'" The new system provides added benefits and special offers targeted to their individual needs.



Tommy Middaugh

Travel To Go is very active in the **Cooperative Association of Resort Exchangers (C.A.R.E.)**, having attended every conference and event since 1990, plus having donated time and energy to support and nurture the organization. The company's co-president, **Jeanette Bunn**, is headed to the 59th Semi-annual C.A.R.E. Conference at the Renaissance Seattle Hotel on October 18th-21st, 2014.

If anyone had doubts as to whether or not the recession is over; **Hilton Worldwide's** recent announcement might help assuage them: The group announced plans to open nearly 40 hotels and resorts in Latin America by the end of 2016, increasing its portfolio in the region by approximately 60 percent within the next two years. Hilton Worldwide's vacation ownership arm is **Hilton Grand Vacations Club (HGVC)**, headquartered in Orlando, Florida. While Hilton's announcement mentioned several of their hotel brands, however, no mention was made of expansion plans for

HGVC, at least not in this particular document.

However, **Mark Wang**, president of **Hilton Grand Vacations**, recently observed that business is going great for their New York location. "Since the 2002 debut of The Hilton Club – New York, Hilton Grand Vacations has maintained a thriving brand presence in Manhattan," he says. "We made history in 2009 when West 57th Street by Hilton Club opened as the first timeshare property ever built from the ground up in New York City. In response to sustained consumer demand, we continue to expand our market footprint. We work closely with the Attorney General's office to assure that Hilton and our projects are fully compliant with all regulations concerning timeshare in New York."



Mark Wang,
president of **Hilton
Grand Vacations**

SaveOnResorts.com, LLC, a technology company based in Carlsbad, CA, says they are gaining traction throughout the vacation ownership industry by offering an innovative web platform delivering value-added benefits to vacation ownership purchase. The platform is designed to leverage a variety of vendor and supplier partnerships to offer timeshare owners access to discounted rates at more than 300,000 hotels and resorts worldwide, 23 car rental brands, 17,000 activities and excursions, 3,000 golf courses, tour packages, wine clubs, gift cards, cruise lines, river cruises, sailboats, yachts and more.

"Consumers have become savvier in their search for accommodations and they demand more value. As developers integrate our product, they have found using it on the sales floor to be a valuable tool for providing real time information that was previously unattainable" says **Kevin Schneider**, CEO, SaveOnResorts.com.

Lake Havasu City, Arizona-based **IMPACT International Marketing, Inc.**, which provides incentive marketing technology, products and services supporting national and global marketing initiatives to aid clients' on- or off-line marketing efforts, recently honored several employees for their service and contributions to the company and its client's objectives. During their annual Employee Service Awards Dinner, Impact named **Tricia LaFleur** to take over the reins from Kim Roberson as Employee of the Year for 2014/2015. The Employee of the Year is selected from a pool of 2013/2014 Employee of the Month designees and is elected by company peers based on team work, commitment and willingness to go above and beyond. Prior to the Annual Service Award event, Impact employees participate and enjoy various contests and spirit week.

"Tricia LaFleur is an action-orientated, intelligent, upbeat employee who displays a great amount of leadership. This is why Tricia's peers choose her," says Impact CEO **Kathryn Felke**. "She has the right amount of ambition... the type of ambition that generates creative ideas and gives rise to candor and openness amongst employees. We are very proud, not only because she is this year's employee for the year, but that she and another Impact team member, Abby Cox, are participating in the Chamber of Commerce Leadership Development Program. Tricia is a true asset at Impact."

CORRECTION: In **Resort Trades'** September 5, 2014 "People and Places," we erroneously included a statement that "all timeshare resorts in New York City had been ordered by the city attorney's office to cease sales." We have been informed by ARDA that only The Manhattan Club has been ordered by the Attorney General to cease sales. No other club is affected by the Attorney General's action and all sales operations are taking place as usual.



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RESERVE STUDIES



Reserve Management: Not the Nightmare Everyone Thinks It Is

By Bill Chaffee

While the Vacation Ownership industry has changed and matured over the past generation, a majority of the industry is unaware that the task of reserve management is no longer the expensive or tedious task that it once was.

To refresh everyone's memory, reserve management deals with the tracking of common area and unit interior reserve items for determining the reserve contribution to be included in the annual maintenance fee paid by owners/members. This assures that reserve funds will be available when needed for renovations, long term maintenance and replacement of reserve items, keeping the property as close as possible to its original condition.

Advancement in software technology has changed practically everything we do including Vacation Ownership reserve management which has been predominately viewed as a time consuming task with little return.

Reserve management has come a long way in the last generation:

- Reserve management software has become Internet based
- "Scoping" data methods have been developed for efficiency
- New expedient methods for initiating data and updating data are available
- Budgeting time for reserves has decreased from weeks/months to hours/days
- In-house reserve management surpasses third party reserve study reports
- Third party reserve studies once costing \$15,000 are now approximately \$5,000

In-house reserve management plan software costs for a 200 unit property can be as little as \$0.10 per interval member/owner for the initial year and pennies for the following years (\$1,000 per property software cost / 10,000 intervals (200 units x 50 owners) = \$0.10).

Third party reserve study costs for a 200 unit property can be as little as \$0.50 per interval member/owner for the initial year and pennies in the following years (\$5,000 reserve study cost / 10,000 intervals (200 units x 50 owners) = \$0.50).

These are small costs per interval member/owner for producing an effective reserve management plan that will assure the quality of their Vacation Ownership into the future.

A third party reserve study presents only the results of the analysis as of the beginning of the properties calendar or fiscal year when it is done. If it is coupled with reserve management software it becomes an ongoing living analysis for different "what if" scenarios, following years analyses and annual budgeting. The combination of third party reserve study report and reserve management software will give property General Managers the ability to properly account for the reserve management function.

With the maturing legacy resorts and resale issues, a reserve management plan has become a more integral part of addressing these problems. The financial position and condition of a Vacation Ownership property cannot be determined without reserve management analysis. Tired and aging properties trying to redeem their original stature must assess the current condition of the common areas and unit interiors to address the issues.

Once the reserve management analysis has determined the condition of the common areas and unit interiors, a reserve management financial plan can address timing and scheduling of renovations and various funding options. Funding options might need to include increases in the maintenance fee reserve contribution, borrowing from financial institutions, special assessments, or a combination of the three.

So what information and data needs to be accumulated to produce a useful Reserve Management Plan?

- Plat map (with detail of buildings/floors/unit numbers and related model types)
- Model floor plans (including masters, lock-offs, ADA's, etc.)
- Inventory by room for each model floor plan (with costs, estimated useful life and the last time the reserve items were renovated, replaced or maintained)

Based upon the individual room inventories, the individual reserve items need to be organized by cost and their expected estimated useful life. Historically, all the individual reserve items in a unit model were tracked separately. This would sometimes include as many as some 300 individual reserve items per unit model. Tracking a \$45 lamp would take just as much time as tracking a \$1,800 refrigerator. This is why "scoping" the data is necessary and the 80-20 rule is applied.

Tracking 80% of the individual reserve items that represent 20% of the total reserve item costs can be grouped together and reserved for in a budgeted amount by room. The other 20% of the reserve items which represent the other 80% of the total reserve item costs would be tracked separately. So instead of tracking some 300 reserve items individually, now only an approximate combination of some 40 individual grouped budgeted amounts and individual reserve items would be tracked. This would decrease the amount of time for tracking and ongoing updating of a reserve management plan by more than 80%.

Once the reserve items are grouped and the individually tracked reserve items costs have been determined; renovations, maintenance and/or replacement can be scheduled. With this information and data the reserve management financial plan can be produced.

Based upon the scheduled reserve item's timing for renovations, maintenance and/or replacement, the reserve management financial plan via a cash flow projection, will determine what the contribution amount to the reserve funds needs to be in the maintenance fees. The financial plan should consider inflation, interest earned and annual increases of the initial year's contribution amount. The cash flow projection will begin based upon the reserve management plan analysis date and the amount of reserve funds on hand at that time. The reserve fund contribution will be determined by the assumptions of inflation, interest earned and annual increases that provide for a positive cash flow projection for the desired number of years.

With the accumulated information and data, and up front planning, the exercise of producing a reserve management plan's unit interiors can be decreased by 80%, decreasing the amount of time and effort for producing annual updates.

If the expertise is not at hand for determining costs, estimated useful lives and the next scheduled renovations, maintenance and/or replacement, then it is recommended to contact a vacation ownership reserve professional who can assist in accumulating and producing this information and data.



Bill Chaffee is the President and Chief Operations Officer of Advanced World Concepts, Inc. (the developer and distributor of the PRA System). He can be reached at 858-755-8877.

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THE MANAGEMENT TEAM



Management “Musts”

10 Essentials for Timeshare Resorts

By Jan Samson

1. Hire Right, Then Recognize and Reward

It all begins with hiring a talented and experienced team, then giving them the training, resources, authority, and tools they need to do their jobs well. An important way to keep those employees engaged and motivated is with a reward and recognition program. Begin by identifying what you want to reinforce, such as excellence in customer service or teamwork. Then select rewards that are meaningful to your employees; they don't have to be an all-expenses paid trip to Hawaii. Recognition in the form of a personal thank you note, flexibility in scheduling, opportunities for additional training or attendance at an industry conference can all be very meaningful to employees.

2. Communicate with and Inform Your Board

Your HOA's board has been selected on the basis of their enthusiasm for your resort and business acumen in their own fields. It's unlikely, however, that they're all resort management experts. Provide resources for them to learn about areas where they may not have expertise, such as reading financial statements. For example, have your accountant hold a training class on how to read annual reports. Encourage them to stay abreast of industry news through publications such as *Resort Trades* and ARDA's *Developments* magazine. Communicate with them regarding director best practices. Provide new board members with solid background materials – past meeting minutes, financials, policies that may be in place and association documents—and with relevant materials prior to board meetings so they will be informed and productive.

3. Keep Owners Engaged

Send out frequent communications to your owners. Let them know about major improvements at their resort, key personnel changes, industry issues and owner meetings. Educate them about exchange and reservation protocols. A simple email reminder that it's time to make reservations can get owners excited about their next vacation.

4. Keep Your Resort Current

It's not just about replacing what you have. Ask yourself what new buyers will want to see that you don't have. If your resort doesn't have Wi-Fi, it's a no-go for many vacationers. Be creative! At one resort, we were able to add spa services with a mobile spa that visited on an appointment basis. Upgrade unit interiors and make sure the exteriors are painted and fresh. Ideally, you'll pay for these improvements with reserve funds. Hopefully you have sufficient funds, however if your resort doesn't, consider a loan, special assessment or

a combination of the two. We all dread special assessments but if you don't keep your resort updated, you'll eventually regret it. Avoiding maintenance issues will be much more costly in the end than the cost of the work. Owners and rental guests quickly become disenchanted with frayed furniture and moldy showers. Your sales possibilities will go down the drain.

5. Purchase and Use Property Management Software

Even small resorts need a robust property management system; the efficiencies gained will offset the costs. Make sure your system includes owner data, billing, reservations, rentals (including distribution of payments), accounts payable, and communication with third-parties, such as exchange companies. When resorts sign with a professional management company, they have access to such a system. The cost savings through improved technology, as well as other efficiencies gained from a professional management contract, may mean your management firm will pay for itself.

6. Collect the Annual Assessments

Your board should establish a firm policy and that policy must be communicated clearly to the owners. It's your job to adhere to the policy, but you must also have tools available to be successful. These include, but are not limited to payment plans and late fee forgiveness if owners will make their payment. Next, move forward with the engagement of a collection company with experience in vacation ownership, liens, attorney letters, and credit reporting. If these tactics don't work, begin the process of deed-in-lieu and foreclosure. Don't wait as this will delay the long-term solutions.

7. Be 100 Percent Subscribed

Once you have accepted weeks back or foreclosed on them, you must have a sales program. (You can also rent them, but being 100 percent subscribed is the goal). Depending on the size of your resort, the sales program can be either on- or off-site, or both. If you have a traditional fixed-week product, consider adding a points overlay for more flexibility and options. Another option is to bring in a vacation club to sell HOA-controlled inventory. Relying on other owners to make up for unpaid assessments is not a workable strategy.

8. Have a Rental Program

Rent unused and unsold inventory. Here is where an experienced management company can really earn their money. Vacation Resorts International

(VRI) and Trading Places International (TPI) achieved nearly \$25 million in resort rentals in 2013. Place rental inventory with online broker sites, including global distribution systems. With a program in place, you can offer this option to owners who aren't able to use their week. To be successful, you must constantly monitor the marketplace and the rental rates your competition charges.

9. Boost Revenues

Identify other areas where your HOA can earn money. Survey your owners to get an idea of what they want and what they would be willing to pay additional fees for, such as add on time, split weeks or upgrades. New services such as the mobile spa mentioned earlier could earn commissions for your HOA. Be careful to avoid owner and guest perception that every service, large and small, involves payment of an additional fee. Some services must legitimately be included in the maintenance fee. Fees that other owners should not be expected to subsidize, however, should be charged to the owner or guest that receives the service.

10. Reduce Expenses

Look at every area of your operations to identify potential savings. Is it possible for employees to share responsibilities, such as an administrative assistant assisting at the front desk during busy times? Can you move to online billing to save on postage and printing? Bringing in a management company with off-site payment processing may pay for itself. Use a preventive maintenance program with tracking and trends reporting. Is it possible to cooperate with other resorts on cost sharing of staff and supplies? VRI does this in a number of locations where we have managed resorts near each other. Does your management company have a preferred-vendor program? VRI has a program that offers associations we manage substantial discounts/savings, and includes dozens of vendors that provide goods and services to our industry – everything from linens to electronics, design services and appliances. Are there discounts available that you haven't explored? Find ways to cut costs that don't sacrifice quality and service.



Jan Samson is senior vice president of resort operations/Southeast Region at Vacation Resorts International (VRI), where she has worked since 2004. Over the past 25 years, Samson has held various management positions in the vacation ownership and hospitality industry.

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FIGHTING LIKE A GIRL!

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The "Big C" – yes, that "C" word and I were diagnosed on September 6, 2013. It was an outer body experience when I was told I have Breast Cancer, stage 2, requiring chemotherapy and radiation. It has been a long, tiring fight but I did it and now CANCER FREE, but still in and out of doctors for maintenance. I'll lost my hair & went through so many bodily malfunctions, but I have faith, and a zest for life. This vacation would allow to regain my upbeat personality, STRENGTH and dedication to LIFE.

Being able to unplug on a getaway means boosting my confidence - that certain something that changes the way you approach each day and what you believe you are capable of achieving, as witnessed in the women you have supported.

Because of the greatness that SMOV has achieved, and all you stand for, I'm reaching out for your help in restoring my spark of confidence and instilling a deeper hope in overcoming Breast Cancer through the donation of your extraordinary vacation to unwind. This incredible gift would allow me to recover and maintain a sense of who I am as cancer tries to steal it.

I have dedicated my career, my life, to fashion through the formation of my successful event management company and Educating kids through design. I'm so proud of what I've accomplished, creating breakthrough fashion events for the likes of Project Runway winner Anya Ayoung Chee & Christian Siriano, Korto Momolu, NBC Fashion Star, Nikki Poulos and Betsy Johnson. My passion is education through design; providing my experience as a road map for aspiring students to pursue careers in the fashion industry through West Potomac Academy Fashion Design. My heart is in giving, educating and creating – I am a woman that gives my all and deserves the world in return.

My stylish career and love of fashion have been dampened by my recent Breast Cancer diagnosis. It has been incredibly difficult to watch me lose the confidence that made me such a star in the fashion industry, as well as such a powerful woman in my industry. Watching a strong woman's confidence quake is devastating and a vacation would definitely help reignite my fire while I fight to overcome the "Big C"?

Continue to inspire and keep making people feel ALIVE with the SMOV program. I'm a firm believer that if you look and feel good, it will help you recover gracefully and I pray SMOV can help me achieve that during my fight.

I love the person I've become, because I fought to become her"

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STATE OF THE INDUSTRY



Resetting the Rental Market

By Gregory Crist

Over the last several years, developers have begun clamping down on a class of companies in the secondary rental market. These groups are known within the industry as “Mega-Renters.”

By definition, a “Mega-Renter” is an independent organization that holds ownership or account management over a significant amount of points or intervals at one or more developers and who generally rents at only specific resort locations.

HOW IT WORKS

A “Mega-Renter” will typically purchase a base package of points or a single interval directly from the developer, establishing an owner account. Then the rental company will go out and acquire additional units or points, placing them under that same account in an attempt to gain unfair access to discounts of up to 50 percent off normal reservation rates. Other soft benefits might include less restrictive reservation windows, unlimited free guest certificates and decreased fees for service which in turn, allow these rentals to be conducted by the third party and at a significant profit.

As most timeshare developers have created special loyalty programs in an effort to reward individual owners who continually upgrade or add to their base ownership package, these rental groups have found a new way leverage owner controlled inventory through account assumption or account management. When an account is assumed, it is often reassigned to the acquiring owner’s pool of points where a third party’s name is substituted and then transferred under the rental company’s primary account with no loss of owner benefits or restrictions. Unlike with fixed week resale properties that receive

no additional use benefits other than the time specifically allotted, points by design can be broken into smaller intervals and even banked with an exchange company. Some rental groups have even hired former resort employees who know how to work the spread on a developer’s points chart, further maximizing the rental profits. Under an interval management agreement with the rental company, the owners assign points or weeks usage at the rental company’s discretion in exchange for a guarantee that the owner’s annual fees are paid.

Rentals are not only a major profit center for developers, they are used for the resort’s internal marketing purposes. According to a recent AIF study, nearly 8 million room rentals were recorded at an average of \$156 per night. To curb “Mega-Renters” from acquiring massive amounts of points and properties, many developers will prohibit the rental of a timeshare property to an unknown person or entity for the purpose of commercial gain. Timeshare owners and their guests often get blocked out of key reservation times during the year as a result of resort rental policy abuse. Those policies are put in place by the developer to protect its owners and are remedies to deter these rental companies from unfairly manipulating owner accounts. If a “Mega-Renter” account is detected, a developer can immediately suspend an account, cancel reservations and revoke the reward status and thus eliminating any unfair and competitive advantage over the developer or a regular owner’s ability to use or rent out their own units to a known party.

Bluegreen’s policy, for example, states that “Owner beneficiaries who do not acquire their

owner beneficiary rights from the developer, or from an entity authorized to act on behalf of the developer, will not receive the basic benefits of membership.” Starwood warns its members that any owner attempting to rent and reserve a vacation unit will have to compete with the seller for both the sale and rental, at a substantial disadvantage and Diamond Resorts specifically prohibits any commercial rentals whatsoever. Some independent developers have adopted a “Don’t Ask, Don’t Tell” approach, however, and this is a dangerous precedent because if a “Mega-Renter” can no longer operate profitably or its accounts are suspended, it may end up closing its operation and default on the inventory it holds, leaving the resort, association and remaining owners holding the bag and with little or no recourse to recover monies owed or fill open reservations.

Today, competition in the shared vacation ownership industry is fierce. Finding solutions that allow developers, independent operators and owners to rent their own properties is challenging, but it is a problem that can no longer be ignored. The National Timeshare Owners Association supports good developer policies that protect owner interests.



Gregory Crist is the CEO of the National Timeshare Owners Association and is a contributor to *Resort Trades*. He can be reached at (844) ASK-NTOA or you can email him at Greg@ntoassoc.com

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

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RESORTS GETTING IT RIGHT

Outdoor Furnishings: Beautifying a Resort from the Ground Up

By Matt McDaniel

As part of every timeshare resort construction (and most refurbishment) plans, outdoor furnishings are a design element that can elevate a guest's opinion of the property – or drag it down. And like any common-area furnishing, these items can and should be evaluated and maintained on a regular schedule to ensure that owners and guests have practical pieces as well as things of beauty – and sometimes both in the same product.

Here's a look at some of the latest offerings for timeshare resorts.

Parasols

While people love sunshine and actively seek it while on vacation, they typically don't want it while they're lounging outside (unless they're sunbathing, of course). So, they need shade – and for that they look to TUUCI (tuuci.com), a shade manufacturer with a focus on parasols, pavilions and lounges.

Amy Hudwalker, director of marketing, says all TUUCI shade products have lifetime serviceability with 100% replaceable parts. TUUCI is built with a modular design so all parts can be easily replaced. Our extensive range of unique designs, the durability of our products and our serviceability is unmatched in the industry."

The newest TUUCI offering is the Shade Pod, which features from one to four separate canopies supported by a single mast, offering expansive shaded areas totaling more than 250 square feet. The Shade Pod is customizable using one to four canopies to create distinct shaded areas for multiple uses, including deep seating, dining and shaded pool areas adjacent to seating. Hudwalker says properties that adopt the Shade Pod will be making a bold statement about their commitment to the guest experience.

Patio Furniture

But shade isn't enough – people need quality seating. You might think that one resin chair is the same as the next, but that's not the case.

"Our poly furniture is different; most other products are polyethylene, but we use polypropylene with a titanium alloy added, which increases durability and refracts sunlight to keep it cooler," explains Shirley Magoteaux, vice president, sales & operations for Poly Concepts (polyconceptsllc.com). "It also doesn't fade or turn yellow."



Planter by The Brookfield Company

Magoteaux also touts the company's AndureFlex stacking chairs, which have seats and backs of comfortable resilient parallel bars. The arm chair has a flat gracefully curved arm to contribute to a crisp look. A hidden stainless steel core and bolt reinforce the joint of the seat and back legs. "The seat flexes with the weight of your body that are incredibly comfortable – even though they look hard and rigid," she says. What's more, Poly Concepts' manufacturing process means the chairs are virtually maintenance-free.

Choices are important when purchasing such products, especially when you have a specific resort theme that you want to carry through in every element. "With us, people can choose

whatever they want to match or suit individual properties," says Paul Varshney, vice president – marketing, Suncoast Aluminum Furniture (suncoastfurniture.com), a manufacturer of commercial-grade outdoor pool and patio furniture in extruded aluminum, cast aluminum and resin wicker. "They don't have to choose from generic designs. We have 24 different frame styles, 12 different frame colors and about 130 fabrics to choose from."

In addition, Suncoast has introduced upholstered outdoor furniture. "We make the aluminum frames, powder coat them and then put upholstery on, which makes it look like indoor furniture," Varshney says, adding that a water-resistant fabric treatment means they can be left out in the rain.

Suncoast also offers outdoor furniture packages – which come complete with chaise lounges, dining chairs, dining tables, side tables, umbrellas and umbrellas bases – making it even easier for resorts to furnish their outdoor areas.

Planters and Waterfalls

Outside of the practicalities of shade and seating, the most visually appealing resorts have a solid grasp on the ethereal nature of aesthetics, such as decorative planters and water features – and their direct relation to creating value on the grounds of a resort property.

Hilda Jones, founder/artist at The Brookfield Co. (thebrookfieldco.com), certainly appreciates this perspective. Her company manufactures decorative planters, sculptures, bird baths and various garden accessories.

Jones is particularly proud of a new product Brookfield recently introduced: We have a planter that really addresses the trend toward the modern and mid-century design rage. It's almost a piece of sculpture – it's just such a beautiful focal point. When you look at it, it's hard to imagine that we were able to plumb it so that it can have irrigation up through the pedestal – but we did!"

"We've been in business for 30 years now, and we started this company based on the idea of designing larger, weather-durable, nicely designed containers for use as landscaping amenities. We've remained small enough to specialize in hands-on custom work, including irrigation (to facilitate lower maintenance) and custom colors and logo



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No garden area is complete without a requisite water feature, though. And Atlantic Water Gardens (atlanticwatergardens.com) is a prime source for such. "We deal in pond-, pond-free and decorative water features, including waterfalls and bubbling rocks and pottery," says James Chubb, national sales manager.

"One of our more exclusive products lines is the color-changing Colorfalls lighted waterfalls," he says. "Each has a sheer descent of water that comes out of a wall with color-changing LED

light behind it that takes the color and transfers it completely down the water column and into the basin area."

Chubb notes that the color-changing light features are what differentiates his company from the competition. "We have a full line of LED color-changing lights that can be used in or out of the pond, as well as the Colorfalls."

Chubb adds that his company is one of the only manufacturers to sell through a distributor network only. "We don't sell directly to consumers or contractors. The benefit in that is that it gives us touch points across the United States for people to find our product."



Matt McDaniel is an Orlando-based freelance writer and content provider who specializes in the vacation ownership industry. He can be reached at mcdaniel.communications@gmail.com.

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Navigating the Timeshare Finance Industry in a Post-Recession Market

By Michael Szwajkowski and Jim Casey

The U.S. financial crisis that severely jolted the domestic economy in 2008 - 2009 left virtually no industry unscathed. Growth in the vacation ownership industry was negatively impacted by a number of factors, including weak consumer confidence and restricted access to capital by smaller independent resort developers.

However, the outlook for the industry has improved considerably as the U.S. economy has gradually improved over the past few years. Today two important market indicators have turned markedly positive: liquidity and consumer confidence. In fact, in June, the Conference Board's consumer confidence index jumped to its highest level in nearly six-and-a-half years.

At Capital One Bank, we remain bullish on the vacation ownership industry. The American

Resort Development Association's (ARDA) latest ARDA International Foundation study of the state of the domestic industry in 2013 also shows some encouraging signs, including higher timeshare sales volume, higher average unit sale prices and higher rental revenue from existing units.

Clearly, it is a good time to be in the industry, to improve, upgrade and renovate existing inventory and to manage them more efficiently. Also, there is increased new development activity across the vacation ownership industry. Nevertheless, challenges remain for the industry, including access to financing. However, financing is available for those who keep several key considerations in mind, which we will discuss further.

Industry Sentiment and Outlook

The Capital One proprietary survey of developers, owners, vendors and investors conducted over the past three years has provided valuable insights and data regarding market sentiment and the outlook for the timeshare industry.

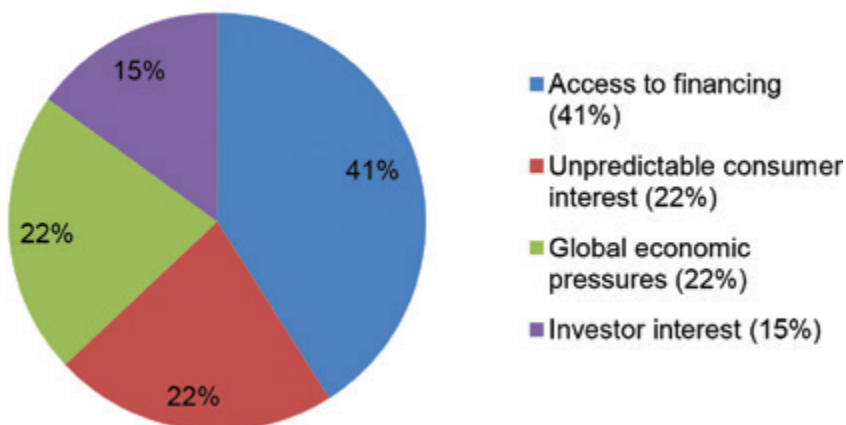
Access to financing continues to be identified as the industry's top challenge in each of the past three years. Respondents have cited working capital as the most important type of financing sought by industry professionals.

Market insiders also expressed caution about new inventory. Renovation and modernization of existing properties is gaining the most momentum in property portfolio management.

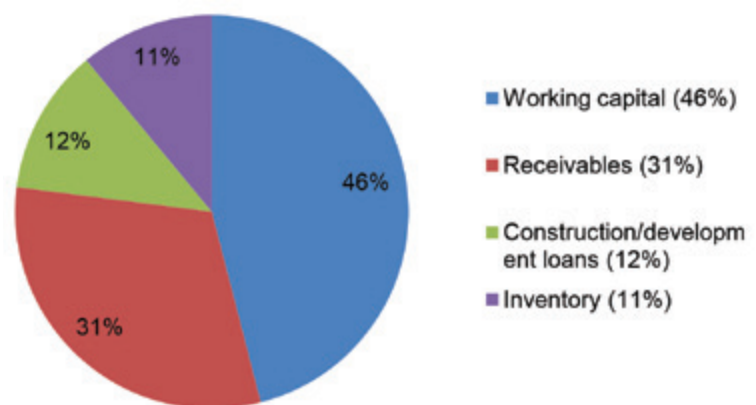
Background

Capital One Bank conducted a survey of conference attendees at ARDA World 2014 in Las Vegas, NV. The survey, conducted on April 7-8, 2014 was developed to gauge the sentiment of the resort development landscape in the coming year. Respondents included various professionals within the resort development industry. Percentages are based on 105 responses.

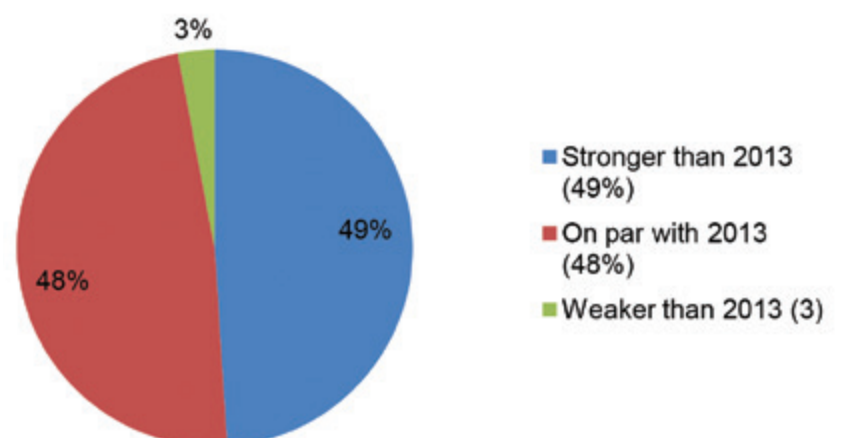
1. What do you think is the greatest challenge for new timeshare developments in 2014?



2. What type of financing will be most important to your organization in 2014?



3. How would you forecast timeshare sales in 2014?



The reason is clear: little new inventory was introduced to the market during the recession. Diminished consumer buying power and stringent credit conditions resulted in lower timeshare sales and a relative oversupply of inventory.

Capital One Bank's 2014 survey also found lower expectations for timeshare sales relative to last year – 49 percent of the respondents forecast strong sales in 2014 compared to 78 percent in 2013.

Securing Financing: Key Considerations

Given these challenges, particularly access to financing, Capital One Bank's timeshare financing experts have five key considerations to help industry players improve their prospects in pursuing and securing financing.

- **Strong, clean balance sheets** – A clean balance sheet is important. Strong, simplified balance sheets which provide adequate reserves and more closely match assets and liabilities.

- **Strong consumer credit and FICO scores** – Consistent, disciplined credit criteria offer numerous benefits for building a portfolio of receivables. A well-performing portfolio leads to increased earnings, greater access to financing and operational improvements.
- **Robust reporting systems** – In-depth reporting systems are paramount to providing both banks and capital markets participants with a readily-accessible, detailed view of receivables portfolios. Comprehensive reporting systems give financiers and other key stakeholders the ability to examine numerous vital data points.
- **Experienced management teams with a proven track record** – The caliber and experience of the leadership team is more important than ever. Strong management teams evoke confidence from lenders and investors.
- **Working with the right financial institution** – A broad range of services and capabilities is an important differentiation point. In addition to providing funding, the value-added financial institutions today can

provide a broad array of ancillary products ranging from hedging strategies to treasury management to corporate credit card.

The bottom line? Don't think in terms of just short-term transactions. Consider a lender that has industry-specific expertise and resources to help your business in the long term.

Michael Sz wajkowski is executive vice president and Jim Casey is senior vice president of Capital One Bank's Commercial and Specialty Finance Business.

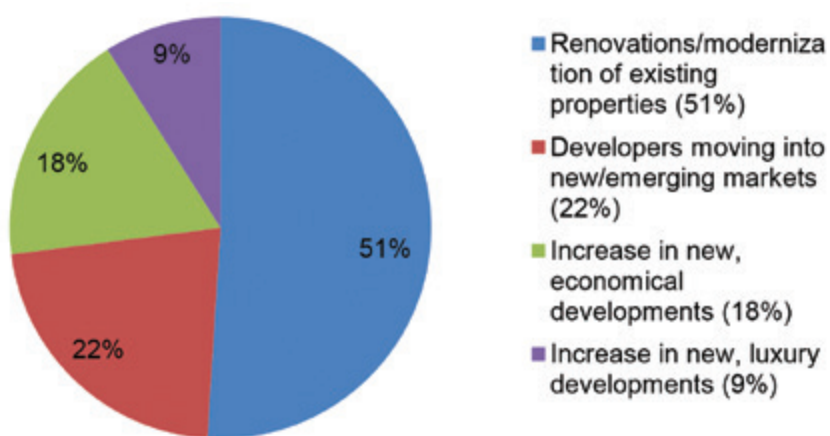


Jim Casey

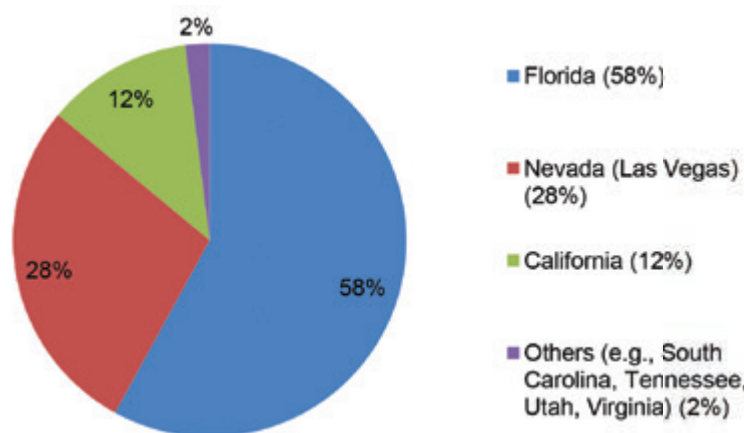


Mike Sz wajkowski

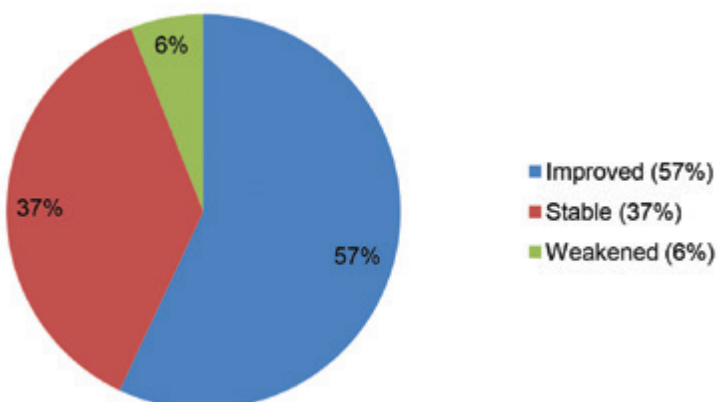
4. Which industry trend do you expect to gain the most momentum in 2014?



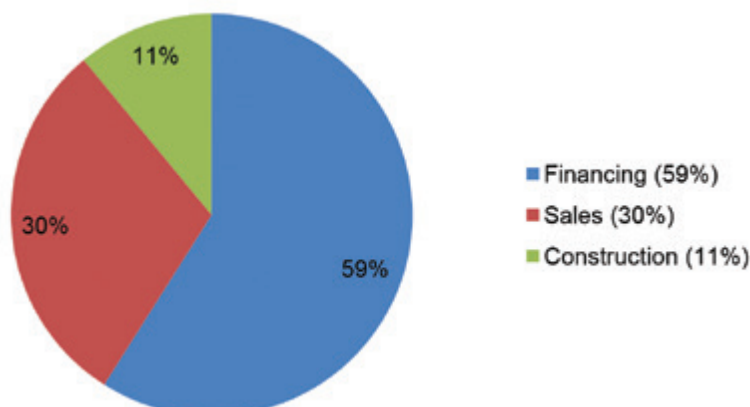
6. Which of these states do you expect to have the most competition in 2014?



5. How would you characterize consumer interest in the timeshare market today versus the market over the past three years?



7. Which area within the timeshare industry do you expect to be the most competitive in 2014?



REPUTATION MANAGEMENT

Why Resorts Need to Spend More Time and Effort on Their Online Reputation

By Walter Halicki Jr.

With rating and complaints websites at an all-time high and travelers more wary of scams and places with negative reputations than ever before, it is high time that all timeshare resorts start investing some serious time and effort into the way that they look online.

In today's gun-shy consumer market, having a negative online presence can mean the difference between increased sales or increased rescission rates. Timeshare resorts and travel clubs are oftentimes the targets of nasty criticism, damaging allegations and other negative posts online. It has become so much of a problem that even one of the largest timeshare associations, ARDA (American Resort Developers Association) has come up with an entire task force devoted to cleaning up timeshare's negative reputation on the web.

What usually happens is this: With so many marketing directors, communications specialists and IT personnel, resorts, travel clubs and even entire associations are lulled into a false sense of security, believing that they will be more than able to handle any reputation threat online should it arise. However, as is seen time and time again, in-house online reputation management fails to deal with the problem at hand, and can oftentimes make the situation worse.

There are many different reasons why resorts and clubs need to invest in the way that their online presence comes across to those who are searching for them, but the main reason has to deal with the overall revenue that the resort or travel club will pull in.

Everyone has a smart phone these days. In fact, many people walk around with their smartphones, tablets, laptops and other mobile devices wherever they go – this includes the sales room. Over 50 percent of searches done today are done from mobile devices.

Prospects in your sales room are searching for the name of the resort, any complaints that others have had about the resort and even the names of the salespeople who are pitching them. So many resorts and travel clubs are naïve and take this fact for granted – they feel as if they are the exception and that the way that they look online will not affect their bottom line, but it most certainly does. Rescission rates for resorts and travel clubs can be over 50 percent and can even cause resorts and clubs to go out of business.

In addition, tours are much less likely to come through a resort or club's doors if they find a vast amount of negative content about them online. While it is always ideal for a client to have a completely positive first and second page of results, reviews on sites such as TripAdvisor are unlikely to all be 4-star and 5-star reviews. However, in these cases where the resort has an extremely high overall rating, consumers are smart enough to recognize that a few negative ratings are most likely the exception, not the norm.

The truth is, effective online reputation management takes an enormous amount of content, time, energy, strategy, know-how and constant research to show any kind of improvement in the way that a resort or club looks online.

"When you think about it, you're talking about 30-50 pieces of content per month. The fact of the matter is that for a large resort, you need to have a staff of three or four people that can offer fresh content with beautiful, appealing images," said reputation expert and CEO of Reputation Maxx Walter Halicki. "Everyone all of the sudden seems to be an expert in reputation management, yet it really is an art form that takes years of experience to master. It's not something that can be left to the laymen. The smarter resorts have found that it's just not that easy or cost effective to do in-house."

"If you have a problem with your heart, you're going to go to a cardiac specialist. If you have a problem with your foreign sports car, you're not taking it to a local mechanic," Halicki said. "These are all specialized services, which is what online reputation management is: a specialized service that can only truly be handled by a qualified online reputation management firm."

With as often as Google and other search engines change their algorithms, it's a full-time job just staying on top of what is new in the industry,

let alone handling the campaign itself. Another challenge that resorts face is marketing to Millennials. Marketing today is not the same as it was 10 years ago, nor is it the same now how it will be 10 years from now. All of these challenges are areas of experience that a qualified reputation management expert will have knowledge in.

For all of the reasons listed above, it is oftentimes easier, more cost-effective and much less time-consuming to hire a reputation management firm to handle the way that a resort or travel club looks online. One should always do their due diligence when hiring a firm to represent them including: checking the firm's status with the BBB, checking how the firm's name looks online and checking to see if there are any complaints or scam reports on the firm in question. If there is a lot of negativity to be found when doing any one of these searches, it might be best to pass that firm along in favor of one that can actually keep their own reputation clean.

"The ultimate check would be to ask for references from others who have utilized the firm within the industry," Halicki adds. "Without those, do you really know what you're getting into?"

The benefits of increased engagement online, a more positive web presence and more visibility do not have to be discussed: it is well known that all of these things will increase a business' bottom line.



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



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

BUSINESS INTELLIGENCE



CustomerCount
3925 River Crossing Parkway, Suite 60
Indianapolis, IN USA
Phone 1: 317-816-6000
FAX: 317-816-6006
Email: bobkobek@customercount.com
Website: www.customercount.com
Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points.



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 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



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 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
Website: 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.

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

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.

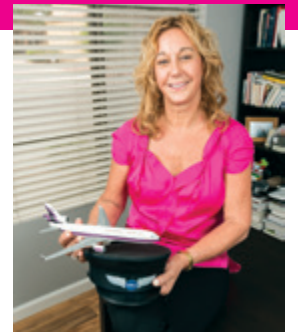
JETTING PINK ACROSS AMERICA



Changing Lives
One Vacation at a Time

JetBlue Airways Corporation, Club Med, Zonin USA, Zappos and Diamond Resorts International sponsor Send Me On Vacation's healing journey for breast cancer survivors

By Sharon Scott, RRP



Send Me On Vacation (SMOV) launched its **Jetting Pink Across America** campaign in five cities across America on Oct 2, 2014. With the help of sponsors Diamond Resorts International, JetBlue Airways, Club Med, Zonin USA and Zappo. SMOV selected six representatives to jet from San Francisco to New York, on to Washington D.C. and from there to Los Angeles; ending the tour in Las Vegas, Nevada. In each of the cities, a walk is being held in honor of local breast cancer survivors who have endured the physical and emotional effects breast cancer has created in their lives.

Send Me On Vacation is a 501 (c)(3) charity that sends women who have recently completed treatment for breast cancer on a dream vacation to renew their body, mind and spirit. A number of events are being held throughout the country to raise money to fund over 50 survivor vacations a year.

In observance of October as Breast Cancer Awareness Month, SMOV's sponsors will award vacations to breast cancer survivors during fundraising events held in each city taking part in **Jetting Pink**. In total, over 12 survivors will be given a vacation.

Diamond Resorts International is providing vacations for eight breast cancer survivors including transportation, accommodations and spending cash.

Diamond Resorts International, with its network of more than 300 vacation destinations located in 33 countries throughout the continental United States, Hawaii, Canada, Mexico, the Caribbean, South America, Central America, Europe, Asia, Australia and Africa, manages vacation ownership resorts and sells vacation ownership points that provide members and owners with Vacations of a Lifetime™ through 93 managed resorts, 210 affiliated properties and four cruise itineraries.

JetBlue is jetting participants back and forth, throughout the coast-to-coast campaign. JetBlue Airways Corporation (NASDAQ: JBLU), often stylized as jetBlue, is headquartered in the Long Island City neighborhood of the New York City borough of Queens. As of October 2013, the airline serves 84 destinations in 24 states and 12 countries in the Caribbean, South America, and Latin America.

Club Med is donating an all-inclusive vacation for four to anywhere in their North American zone. They are also supporting the city events. Club Med has been a French holiday pioneer for more than 60 years and continues to set trends for luxury holidays around the world. Club Med's raison d'être is to allow its clients, during their vacation, to get back to the way life should be, or what life should never have stopped being.

Zonin USA has promised Pink Prosecco at all events. Casa Vinicola Zonin, vintners since 1821 and with a U.S. base in Charlottesville, Virginia, are producers of Prosecco, Castello D'Albola, Altemura, Tenuta Ca' Bolani, Rocca di Montemassi, Castello del Poggio, Principi di Butera, Primo Amore, Tenuta il Bosco and Abbazia Monte Oliveto.

Zappos and their Las Vegas Downtown Project are underwriting the entire event in Las Vegas including the venue – The Container Park – where they will provide for a five-band concert. Established in 1999, Zappos.com, operated by Zappos IP, Inc., is a leading destination in online apparel and footwear sales. Zappos.com is a subsidiary of (AMZN) Amazon.com.

How can you help? Follow **Jetting Pink** on Send Me On Vacation's Facebook page and visit SendMeOnVacation.org to donate. Check out the web site to find out how you might be able to help a friend or loved one.



Sharon Scott, RRP, is managing editor of Resort Trades and CEO of SharonINK PR & Marketing. She can be reached at 1-310-923-1269; Sharon@SharonINK.com.

SUPPLIER DIRECTORY

COMPUTERS AND SOFTWARE



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 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.

DIRECT MAIL AND MARKETING



IMPACT DIRECT MARKETING

IMPACT Direct Marketing

16427 N. Scottsdale Rd, Suite 410
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

Market Approach Consulting

P.O. Box 788
Lorena, TX 76655 USA
Phone 1: 866-410-7017

Email: Sales@marketapproach.net
Website: www.marketapproach.net
Contact: Wade McLean ext 102

Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:

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

DIRECT MAIL AND MARKETING



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.



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

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 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: lbasye@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

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 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.

HOUSEKEEPING SERVICES



The King of Clean™

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

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.

LEAD GENERATION



Perfekt Marketing

3015 S 48th St., Tempe, AZ 85282 USA

Phone 1: 602-453-3333 ext 4502

FAX: 602-453-3337

Email: tkelly@perfektmarketing.com

Contact: Tom Kelly

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

LENDING INSTITUTIONS



CapitalSource

5404 Wisconsin Avenue

Chevy Chase, MD 20815 USA

Ph 1: 301-841-2717 Ph 2: 800-699-7085

FAX: 301-841-2370

Email: jgalle@capitalsource.com

Website: www.capitalsource.com

Contact: Jeff Galle

Specialty: CapitalSource, a division of Pacific Western Bank is a commercial bank headquartered in Los Angeles, California. We lend to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate us from our competition.

LENDING INSTITUTIONS



Merchants Accounts

Phone 1: 877-281-3649

FAX: 877-281-3652

Email: mrktg01@yahoo.com

Contact: Call Bill Bailey!

Specialty: We have a credit card processor for your every need. Direct relationship with merchant banks. We are not a third party processor or a consolidator.



Wellington Financial

1706 Emmet St N Ste 2

Charlottesville, VA 22901 USA

Phone 1: 434-295-2033 ext. 17

Email: sbrydge@wellington-financial.com

Website: www.wellington-financial.com

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Website: www.imdirectmarketing.com
Contact: Alexis Swapp
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Contact: Wade McLean ext 102
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Phone 1: 407-494-9307
FAX: 407-641-9928
Email: rodharding@hardingcompanies.com
Website: www.hardingcompanies.com
Contact: Rod Harding
Specialty: Harding & Companies, Inc., is a full service solutions provider for FF&E liquidation, FF&E warehousing, FF&E distribution and FF&E installation. Harding & Companies, Inc., was founded to assist clients plan, manage, coordinate and implement effective and efficient logistical solutions in the Hospitality industry.

MARKETING



Creative Marketing Incentive Group
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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!
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FAX: 619-255-8597
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod
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Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo
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Email: wally@jwmaxxsolutions.com
Website: www.jwmaxxsolutions.com
Contact: Walter Halicki
Specialty: JW Maxx Solutions is the undisputed leader in online reputation management for the timeshare industry. With over 20 years of experience in vacation fulfillment, JW Maxx Solutions understands what individuals and companies in the industry need to succeed in today's ever-changing Internet landscape. Through the use of the latest technology available and the best methods to induce a fast-acting makeover of a company's Internet landscape, JW Maxx Solutions provides positive media outcomes for growth-oriented companies.

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PREMIUMS AND WHOLESALERS

**SML Marketing LLC**

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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.
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Website: www.gbgandassociates.com
Contact: Georgi Bohrod
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In today's shared ownership arena, there is one Public Relations group which stands out in its ability to guide and manage business growth, create a positive platform for new business development and increase awareness for management companies, business services, products and resort developers. GBG & Associates is led by Georgi Bohrod, RRP to support the industry's brightest and most energetic talent and seasoned professionals. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates provides resources and spearheads tailor-made comprehensive B2B or B2C strategic plans incorporating both traditional and new media by managing the many moving parts which are part of an effective, comprehensive public relations program.

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**SharonINK PR & Marketing**

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

Resort Trades Testimonial

Thank you for everything, we are starting to get responses to our Ad already!

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TRAVEL CLUB FUNDAMENTALS

1. We see some travel clubs that all look the same, what makes them different?

Travel clubs have different fulfillment priorities, benefits packages and delivery methods. It depends on what you are trying to accomplish and most importantly what message you are communicating to your clients at the point of enrollment.

There is an array of benefits available to each individual company and the services offered have secular dispositions. For example, some clubs rely on total outsourcing of benefits to the members. The delivery methods are mainly electronic and very little, if any, human contact. This type of fulfillment is generally less expensive than other methods but appear to lack the long term renewal relationship due to the lack of contact with members. When the product is sold in an intangible arena, there needs to be an extension of the trust relationship or immediate visibility of member use benefits that can keep the educated consumers engaged while satisfying their needs. Others have internal servicing with a combination of outsourced servicing solutions. The latter gives more control to the post sale process as there is more direct communication with the member.

2. Why is communication so important to the members?

Communicating with the members works twofold. First, it gives feedback to the changing environment for the fulfillment entity. We learn firsthand where our

focus needs to be directed in relation to the changing desires for traveling. Second, and most important, it allows the members to change their direction and gives them new ideas for long-term life goals. People change as do their desires. Influencing a life choice by making an otherwise unachievable goal attainable when it comes to learning or just simply enjoying travel options by making them affordable is our goal.

3. How much voice does a member have in the direction of the industry?

Make no mistake; the members will have a silent but very loud voice when it comes to changes in the travel club by simply making choices based on their personal preferences. Once again this is the benefit of having a business model wherein direct personal contact is the key. Educating the member base of the benefits of different options makes for a well-rounded fulfillment platform and gives the members an opportunity to experience some of the otherwise unachievable dreams they possess. Many times a business will develop a direction based on what they personally think is in demand, but the consumer opts for a different playing field and adjustments are made sometimes after the revenue has been affected.

4. What are the advantages of a full-service model versus a self-fulfilling club?

They both have their advantages in this day and age. Our lifestyles have changed dramatically. It seems for the instant short trips, self-fulfilling models are

naturally easy, but for the larger priced trips, there is no substitute for the experience of a professional in the business. This is where the full-service models have the edge in customer satisfaction. When a consumer pays a big price to belong to a club, they expect to see the justification of their expense quickly. That is hard to do with a hotel-based saving club in comparison to a full-service model that offers price points and expertise on more complicated travel options like international cruises and world class resorts. When consumers realize the amount of money they can save on dream trips, the cancellations at point of sale are lower, charge backs are minimal, and renewals increase. These are the important facts that our members have taught us and how we focus our benefit platforms and direct the future of Travel To Go. Constant re-education of our priorities based on the information supplied by the consumers, our internal staff, and the personnel on the sales floors.



TOMMY MIDDAGH
VP of Business Development

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www.traveltogo.com

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RECEIVABLES AND MAINTENANCE FEE SERVICING



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 FAX: 619-683-2077
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 Contact: Alejandro Lara
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 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.

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

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

RESERVE STUDIES



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

RESORT MANAGEMENT



Grand Pacific Resort Management
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 Carlsbad, AZ 92008 USA
 Phone 1: 760-827-4181
 FAX: 760-431-4580
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 Website: www.gprmtg.com
 Contact: Nigel Lobo
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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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 Website: www.libertemanagement.com
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 Contact: Alejandro Lara
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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
 Website: www.rimcoinc.com
 Contact: Connie Jones
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- . 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.
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3275 West Hillsboro Blvd., Suite 206
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Website: www.stewart.com
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3626 Quadrangle Blvd.
Ste 400
Orlando, FL 32817 USA
Phone I: 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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Marketing Decisions Inc.
774 Mays Boulevard
Suite 9
Incline Village, NV 89451 USA
Phone I: 775-831-9732
FAX: 775-831-5785
Email: dwagner@marketingdecisionsinc.com
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3015 S 48th St., Tempe, AZ 85282 USA
Phone I: 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 I: 425-822-8633 FAX: 425-822-8623
Email: pauls@savagedm.com
Website: www.savagedm.com
Contact: Paul Savage
Specialty: Marketing services include:
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-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 I: 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:
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Premiums
Smart Circle cards
Vendor management
Telemarketing solutions
Referral marketing
Consulting services

Resort Trades Testimonial

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

EMCC, Inc./RMI/Equiant



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TRADE ASSOCIATIONS



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



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

TRAVEL CLUBS AND EXIT PROGRAMS



Travel To Go
 7964-B Arjons Drive
 San Diego, CA 92126 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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 Distributor Inquiries Welcome



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.



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
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 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
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VACATION CERTS



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 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!

Resort Trades Testimonial

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Steve Drummond
 President of Destiny Resorts, Inc.

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.

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