

# Resort Trades

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5 Easy SEO Steps for Timeshare Resorts..4

Southwest Florida Ground Zero for Ian..6

Relations One Gingerbread House at a Time..10

How Could it Cost That Much?...12

How high is your AQ?..16

Out with the Old, in with the New?...20

## When Giving - Gives Back

*page 14*

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# 5 Easy SEO Steps for Timeshare Resorts (actually, maybe not so easy)

by Sharon Wilson

Do a Google search for “timeshare resort” or even just “resort” and the top search engine response pages (SERPs) are typically for resale or exit companies. True, these companies are able to buy ads and pay-per-clicks (PPC), but with a little ingenuity and attention, plus a lot of elbow grease, your resort can launch a search engine optimization (SEO) campaign of its own. Because of Resort Trades’ mission – to bring the most current and relevant timeshare industry information to resort professionals – we recently contracted with a professional (SEO provider and hired a consultant, Sheryl Cattell (a digital marketing professional, master certified life coach, LinkedIn trainer, speaker, and author), to get us headed in the right direction. As this team helped us identify issues such as broken links and ‘404s’, as well as point out ways to improve our ranking on Google, we saw an incremental improvement in our standings.

For us, this experience demonstrated the potential of SEO to help resorts seeking to improve rental and sales or

resale revenue. However, if your resort’s budget won’t budge, there are still some basic steps you can take to better position your website’s online status.

## Step #1 Educate yourself

SEO or driving organic search traffic from Google can grow your resort’s revenue by attracting prospective buyers and renters. Getting the fundamentals down takes a little study and attention. You might want to start by reviewing informative posts. For example, a powerful checklist such as the one posted on the site, SEOalive.com, could be a great kick-off to your campaign.

## Step #2 Strategize Keywords

Identifying the right keywords is critical, as well as using them properly. “Timeshare SEO Strategy: Finding the Best Keywords,” by Seychelle Media suggests a ‘2=2=2 SEO Keyword Strategy.’ Check out their post on SeychelleMedia.com.

## Step #3 Analyze Data

To analyze your resort site’s performance, you’re best advised to engage a company such as Ahrefs or Semrush. At Resort Trades, we are using Semrush. It’s not cheap (plans start at \$99.94 a month and can reach as high as \$449.95). But if you weigh the cost of the service against increases in revenue, you’ll probably be convinced. Of course, all the reports in the world won’t help if you don’t use them. That’s where experts like Cattell recommend getting organized through the use of a workflow management method such as a Kanban Board.

## Step #4 Content and On-page SEO

This is where your internal links, titles, ALT tags, and all your other details found in your posts can make a difference. It’s also where analytics can help you clean up areas that can be destructive, such as 404 errors, broken links, and a myriad of other threats.

Posts, social media, and video play into how search engines rate your site. Here is where you can get your owners, members, and stakeholders to contribute. We can all learn from the American Resort Development Association (ARDA)’s “LoveMyTimeshare” campaign. If you’ve not done so already, go to ARDA.org and download the ARDA Partner Activation Kit. Remember to use the hashtags #LoveMyTimeshare and #ARDA360 in your social media posts.

## Step #5 Connect on LinkedIn

Cattell’s video, LinkedIn tutorial, was the biggest draw that the Resort Trades Learning Channel has had since we began our webinar series in 2020. And with good reason: this is our best link to other professionals in business who seek to make a difference. Please feel free to connect with one another (and with us) and let us know if this article has been helpful.



<https://www.linkedin.com/in/scattell/>  
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While our 5 SEO steps may suggest a beginning for your resort's efforts to improve your rankings, it obviously only scratches the surface. Resort Trades will continue to provide information on improving your resort's digital marketing. So, let's stay connected!



1,600 timeshare resorts, plus 6,000+ subscribers). The digital replica resides permanently on **ResortTrades.com**, which also posts news and informative articles regularly. **Resort Trades**

**Weekly**, an ePublication, contains highlights of news, informational articles, and other items not appearing in the monthly magazine.

**Resort + Hospitality ONLINE** – the premier directory for the resort industry since the '90s

**Resort Trades** magazine, the only independent timeshare professionals' business informational resource provides a print edition (mailed monthly to approximately

is now enhancing its outreach to assist hoteliers in addition to timeshare resort operators to locate suppliers and vendors.

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# Southwest Florida Ground Zero for Hurricane Ian

## Hospitality industry takes a big hit, most resorts plan ambitious rebuild

*by Marge Lennon*

For decades, Southwest Florida has welcomed millions of vacationers from around the globe, lured by its 271 annual days of sunshine, pristine beaches laden with rare seashells, swaying palm trees, and a consumer-centric economy. For a few days in September 2022, however, the sun did not shine while our community suffered from a disaster of unprecedented proportions, leaving us battered and bruised with broken hearts, broken lives, and thousands with unknown futures.

On Sept. 28, 2022, Southwest Florida experienced one of the worst days we have known when

Hurricane Ian made landfall in Lee County and the Fort Myers area at its most intense level as a Category 4 hurricane with maximum sustained winds of 155-miles per hour. Total storm-related deaths in Florida later reached 109 souls, including 54 in Lee County and five in Collier County, making it the deadliest storm to hit Florida since 1935. With close to 20,000 Lee County residences demolished and 7,000 businesses destroyed or damaged, Ian left both renters and property owners completely homeless. Flooding from a 15-foot storm surge caused thousands of vehicles to be declared totally lost. While many Florida areas also had damage,

this story is specifically about my hometown, Fort Myers.

### **Collapsed Structures**

Unbelievably, there were over 3,500 collapsed structures on Fort Myers Beach, which had a population of about 6,000, dramatically expanding during season. Aerial images show only a handful of buildings still standing on the 7-mile-long island. Any building that was ground level on Sanibel Island had a minimum of over a four feet of water surge inside. Fort Myers Beach, or locations closer to the Gulf, were even worse.

After the storm, downed trees, and power lines with nonfunctioning stoplights at every intersection made it dangerous to drive. Schools closed for a week, many damaged or utilized as shelters for families made homeless by the storm. Imagine no electricity, cell phone, TV, or internet for a week or longer. There were boil water notices in some areas but no power for boiling. Banks, gas stations, restaurants, and retail operations remained closed until power grids were connected. If you had cash, a full tank of gas,

a generator and a cooler full of food and ice, you were among the very lucky.

### **Bridges Destroyed**

Hurricane Ian's 155-mph winds and 12-foot storm surge demolished five sections of the 3-mile-long Sanibel Causeway – a series of bridges connecting the mainland to Sanibel Island and the only access to Sanibel and Captiva. What was originally thought to take six-months was completed in three weeks as a temporary paved two-lane road gave Sanibel its lifeline back to the mainland and allowed crews to guide restoration of island infrastructure and debris removal. In a more remote part of the county, the Matlacha Pass Bridge, which connected Pine Island to the mainland, was destroyed but magically repaired within two weeks, enabling restoration of power and water supplies.

### **Lost Workers/Tourism**

Lee County is home to about 800,000 residents and includes Sanibel Island, Pine Island and 13 other barrier islands off the Southwest Florida coast. Fort





Myers is the county seat. Every year, our county attracts five million visitors and \$3 billion in spending, according to the Lee County Visitor & Convention Bureau (VCB) with the Gulf beaches one of our most popular attractions. Before Ian ravaged Southwest Florida, one out of every five people worked in tourism, employing nearly 70,000 in Lee and Collier counties, including workers at hotels,

restaurants, and attractions. After the storm, once thriving hotels and resorts began announcing massive worker layoffs just as our tourist season – generally fall until Easter – was set to begin. It's too soon to estimate how many jobs have been lost, temporarily or permanently. As the closure of many resorts left former employees scrambling to find

other work, some workers left the area to find employment in other states, saying they had no choice but to relocate. They may never return. Recovery and rebuilding could take over a year. Clearly the tourism industry has taken a big hit.

Prior to the hurricane, Florida was already undergoing a labor shortage after Covid. From the iconic Ritz-Carlton in Naples (600 workers laid off) to the famed 330-acre South Seas Island Resort on Captiva, which is planning a \$1 billion rebuild (234 workers gone), to the JW Marriott on Marco Island, resorts are laying off hundreds of workers as they announce construction plans. Most properties retained as many staffers as possible to help with the cleanup. Hotels and resorts that were not damaged, like the Pink Shell on Fort Myers Beach, were packed with first responders, insurance adjusters, construction, and cleanup crews,

making the supply of rooms for locals and tourists extremely tight.

### Timeshare Origins

The first purpose-built timeshare resort in the U.S. was the 31-unit Sanibel Beach Club, welcoming its first owners in 1974 on Sanibel Island. As the timeshare industry grew in popularity, other timeshare resorts were soon developed nearby. Today, Lee County has about 62 timeshare resorts from Marco Island to Fort Myers Beach, Sanibel, and Captiva Islands. About 20 of these are older Legacy resorts on Fort Myers Beach, the hardest hit of all communities. By press time, it was too soon to determine which resorts survived and which did not.

### Post Apocalypse

By the end of October, Lee County announced they had reached a major milestone by



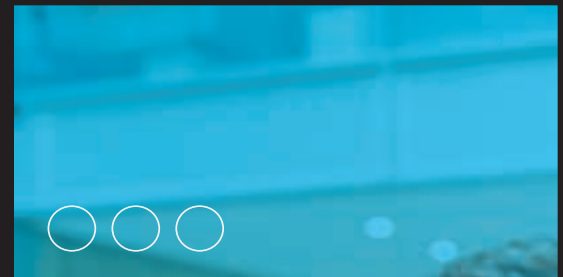
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collecting 1 million cubic yards of debris. While we will be clearing decimated beach areas for years to come, the estimated total damage may climb to \$75 billion for commercial and residential properties, with extensive damage to hotels and resorts. This is the highest ever for a storm making Florida landfall.

Today, tarped blue roofs dot the landscape. Over 6,000 boats were blown away like paper, now perched miles from their original docks, landing in trees, on dry land, mangroves, or on top of other boats. In many communities, mountains of debris still line every street, filled with the heartbreaking combination of drenched furniture, battered appliances and well-loved keepsakes. Mostly shuttered hospitality properties – once teeming with happy vacationers – are planning a long recovery and rebuild process with no set date for accepting reservations. With tourism the lifeblood of our community, this is truly tragic.

Thousands of displaced area residents checked into hotel rooms under FEMA's transitional shelter program. Many are looking for a new place to live, but homes that were available before the storm or need to be assessed and repaired after Ian are being snapped up quickly. Rentals have been flying off the shelves and nearly impossible to find, surely not at prices affordable by the service industry. Many short-term vacation rental properties on the islands were wiped away. With Florida's insurance industry a financial train wreck, devastated by fraud and lawsuits, rates have doubled in the last five years, some tripling the national average. More insurance companies will surely fall into bankruptcy.

### New Workers

Conversely, the absence of tourism revenue may soon

be replaced by revenue from construction workers with electricians, plumbers, and builders now in more demand than ever before. The storm's devastating aftermath and profound economic impact is expected to be felt for decades to come. Some businesses – and frankly people – may never recover emotionally or financially. Many are still digging out. Others fared better, but no one was left unscathed. Tourism housing may be a challenge for the next year or so, but in the end, the deep belief here among hospitality professionals is that Southwest Florida will emerge as a more popular vacation destination. The Florida of old will be surrounded by shiny new structures constructed to building standards that are hopefully impervious to massive storms.

Surely the road to recovery will be long and arduous, due to inflation, high interest rates, scarce labor, and materials costs. As a resident of Southwest Florida for 44 years with a large percentage of my clients on Sanibel Island or damaged areas, I personally believe the restoration of our hospitality industry to its pre-hurricane levels will continue with small steps of progress at every turn. Our community pride will help return our region to the tiny sliver of paradise that has been loved for decades by millions of vacationers. Hurricane Ian did not wash away our spirit or our indefatigable resiliency. It's important to remember that Southwest Florida's eternal sunshine, soft sandy beaches, shiny seashells, swaying palms, and tranquil Gulf waters have not disappeared. They are still here and will continue to attract more visitors. Newer vacation accommodations will simply take a bit longer.

*Marge Lennon has been writing about the timeshare industry and its resorts since forever. She can be reached at Marge@LennonCommunications.com.*





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## Tips Resorts Can Use Immediately

# Build Guest Relations One Gingerbread House at a Time

*by Margit Whitlock AIA Principal and  
Creative Director for Architecture and  
Interior Design Architectural Concepts Inc.*

### Spice Up Your Holiday Activities

If your resort doesn't already have a seasonal tradition during the holidays, now is the time to start one. The benefits of traditions are many. Traditions are unifying, create bonding opportunities, and a sense of comfort and belonging. They help us to celebrate the things that really matter and offer the chance to make lasting memories while taking time for connection. Establishing an annual tradition for your resort guests just might make their

tradition to visit your resort their reason to come back year after year!!

### Creating A Longstanding Tradition

Gingerbread dates as far back as 2400 BC with the Greeks. However, the gingerbread we know with the spicy and sweet mix was developed in the 15th century. The confection rose to popularity in England during the 16th century when Queen Elizabeth I served gingerbread cookies to visiting dignitaries. Houses first appeared in Germany, decorated with gold leaf. The Brother's Grimm propelled the popularity of the cookie houses when they penned the story of Hansel and Gretel. Following the story of lost children finding a house made entirely of candy, in the 19th century, millions have figured out how to make that dream a reality.

### If You Build It, They Will Come Back

As an Architect this is one of my

favorite seasonal activities, so share the joy of building together this holiday. Today there are endless techniques for building and decorating gingerbread houses. No matter the capacity of your resort, the eatable house making tradition is within reach. Strategies for building can be implemented for guests in their independent units, as an "All Are Welcome" event, or a kid's program workshop. Building houses can be done throughout the entire month of December for all guests, for one week of the month, or a single day. Resort units with kitchens have a leg up on the competition!! In suite ovens mean travelers can bake their own gingerbread!

No matter your approach, the best plan is to plan! Create or purchase kits with all the essentials and deliver to your units as a jolly welcome for your guests. Your kits can be made available upon request or at your staff run event. Pre-packaged kits are a great shortcut at a reasonable price. A more zealous approach would be to provide all ingredients and tools along with a favorite recipe and detailed instructions for every step of the process. The internet

is ripe with all kinds of resources and inspiration.

The fun of gingerbread building is sometimes more about the building and the candy than it is about the gingerbread. Graham crackers can be substituted for the cookie – they already come in manageable bricks and there is less pressure if something breaks. All that's left to add is icing and candy. Lots of candy!

### Make The Most Of It & Get Social About It!

Whatever tactic you choose, make the most of the opportunity to connect. Perhaps a member of your staff or a regular guest has a tried-and-true recipe they are willing to share for your kits. Or you can go the way of connecting travelers to the local community by forging a partnership with a local pastry chef. Perhaps they share a recipe, prep dough for your kits, or make special appearance at your event.

Give participants a chance to share their creations. When displaying guest-made houses in your lobby is not practical, social media provides the perfect



stage. Provide instructions for builders to share their creations, while tagging your resort and using a unique hashtag for your gingerbread house tradition. Sweet holiday fun can expand your reach and generate great publicity.

And if you are up to super marketing--commission a custom gingerbread house of your resort for display. Why not revive the old sales tool of sharing a scaled model of your resort with potential owners – this time made of gingerbread! This is another chance to collaborate with a local business that would be happy to create some good will. A skilled pastry chef can create a cookie version of your resort – And what a memorable talking point!

**Happy Holidays**

Developing a tradition during the holiday season at your resort can go a long way in building

connection between guests and between guests and your resort. Fond memories made over sugary delights can be an avenue to making your resort an essential travel plan for many. Take a look at how Wyndam implemented the gingerbread houses and much more for an unforgettable experience: <https://youtu.be/rO7oVtMo3ul>

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



**Annie Roberts senior vice president and chief holiday cheer officer at Club Wyndham revealed the “Countdown to Christmas” campaign for 2021. Resort Trades She explained how custom-designed suites at Club Wyndham’s timeshare resorts in New York City, Nashville, Tennessee, and Vail, Colorado that took owners/members and guests into suites with Holiday decorations resembling sets from the Hallmark Channel,**



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# How Could it Cost That Much?

## The Impact of Inflation on the Timeshare Industry

by *Bill Ryczek*

What is the impact of inflation? “It makes everything cost more,” said Zealandia Holdings CEO Butch Patrick with a laugh. We could end the article right there, but the follow up question: “Where are costs increasing most and how does it affect your company?” is a little more complex.

The most simplistic explanation of inflation is that there is too much money chasing too few goods. Government manufactures money while the private sector produces goods, which goes a long way toward explaining why things tend to get out of balance.

Timeshare developers purchase a lot of labor, building materials, and money, in the form of construction and hypothecation loans. Money is definitely more expensive than it was a year ago. The Federal Reserve, an apolitical body of political appointees, is charged with undoing the monetary mischief the executive and legislative branches create by expanding the money supply. One of the Fed’s most potent weapons to slow the volatility of currency is to raise interest rates and they

have been energetically doing so in 2022. The prime rate has increased from a low of 3.25% in March 2022 to 6.25% as I write this and probably 7% by the time it appears in print.

One of the major components of a timeshare developer’s income is interest generated from its consumer receivable portfolio. Typically, the consumer receivables bear interest at a fixed rate while borrowing on hypothecation and warehouse facilities carry variable interest rates. Prior to the rate increases, a developer might have a 10-12% margin. It’s probably a lot lower now. While existing securitizations generally have fixed rates, the yields on new deals will undoubtedly be higher. That will have a material impact on the income of large, publicly-traded companies.

Talk to anyone in the hospitality business and conversation will inevitably turn to the problem of finding good employees—or any employees. Global Exchange Development CEO Rick Sargent said, “I don’t think the steep increase in labor cost is due to inflation but to the employee shortage created by putting

all that money into the system during the pandemic. It’s starting to get better; we’ve stopped offering sign-on bonuses and have been able to increase our hiring standards. For a while, we just had to get bodies in chairs and on phones and couldn’t be that picky. But the labor market’s coming back.”

Global Exchange sells a club product, which means that the principal expense of its owners’ association is the maintenance fees charged by the resorts in which Global owns inventory. Sargent has been able to keep his maintenance fee increases to a minimum by renting unused inventory, but he’s alarmed by the bills that are coming in from the underlying resorts. “One resort went up \$50,” he said. “That’s huge. Another resort told us their utility costs rose 100% from last year and a third, that hadn’t increased its fees in 20 years, went up 5%. We’re getting murdered out there!”

Butch Patrick is dealing with inflation on a number of fronts. He has a whole unit condominium project in the planning stages, and was surprised to find that construction

costs, which eighteen months ago had been estimated at \$150-175 per square foot, were now expected to be around \$250.

“The thing that has shocked me the most,” said Patrick, “is the cost of windows and doors. The first year of the pandemic we couldn’t get any. Then when we could, the price had doubled. Costs are up across the board—appliances, lumber, labor in the trades.”

How much is due to an increase in the money supply and how much to shortages? “I really couldn’t say,” Patrick replied. “Some of the increases are very specific. People may not realize it, but the most important components in appliances are the chips, which come from overseas, are very slow to arrive, and are a lot more expensive than they used to be.”

“I think at least part of the reason constructions costs rose was the surge in single-family and multi-family construction. Now that interest rates are climbing, new construction may fall off and prices might go down a little.”

Zealandia’s subsidiaries manage

24 resort properties throughout the United States and Canada, all of which are bearing the brunt of inflation. "I think we're going to have to increase maintenance fees about 8% on average," Patrick said. "With costs rising and employees hard to find, we're looking for ways to reduce our labor force. We're developing a keyless entry system and hope that eventually half our guests will check in without stopping at the front desk. For renters, we provide room cleaning only on request."

Mike Vasey is CEO of Vacation Ownership Sales (VOS), which sells memberships in Vacation Internationale, a points-based club that began operations in 1974. As the manager of VI's 47 resorts, Vasey sees cost increases all across the U.S. and Canada. "Our costs are going up faster than the rate of inflation," he said. "There are such severe labor shortages, especially in the housekeeping and maintenance areas, that we've had to increase salaries rather significantly in order to be competitive. Airbnb charges a pretty hefty cleaning fee and with that fee they can afford to pay their people a lot more than we can from our maintenance fees."

Like Patrick, Vasey has found construction projects more difficult to plan and execute. "Not only are costs increasing," he said, "but you have to try to anticipate the availability of materials and labor. We've had to defer some projects because of the uncertainty."

The VI club has been around for decades and its owners' association is very strong, but the continual cost pressures have led to an increase in maintenance fees. "We probably should have raised them earlier," said CFO John Kehoe, "but we finally went up 3.5%."

The one place VI is not seeing inflationary pressure is Mexico,

where labor is plentiful and most costs are governed by union contracts. The Mexican resorts have also had increases in food and beverage revenue as, subsequent to the onset of the pandemic, timeshare owners have been less likely to leave the resort for dining.

Entrepreneurs are optimists by nature. Sargent thinks the labor market is improving. Patrick thinks a slowdown in construction will bring costs back down. Vasey's encouraged about Mexico.

Sargent remembers 1980, when the prime rate hit 21.5% and double-digit inflation seemed to be a permanent feature of the economy. The timeshare industry was just getting started and Rick Sargent was an eager young buck on the sales line. One of his big pitches was that the new product was a good way to guard against future increases in lodging costs and he hasn't forgotten that. "We've always sold timeshare as a hedge against inflation," he said. "We've never gotten away from that." Amidst the labor shortages, increasing interest costs, and pricey doors and windows may be a sales opportunity with a generation for whom inflation is a new experience. Buckle up!

*Bill Ryczek, RRP—Partner, Colebrook Financial Company. With more than 40 years in the timeshare industry, Bill Ryczek is well-known and a frequent speaker at conventions on the topic of receivable financing and has authored numerous articles about the timeshare industry. Colebrook Financial, approaching its 20th anniversary, is highly regarded for its innovative approach to lending. based in Middletown, Connecticut, it specializes in providing financing for the timeshare industry, and can offer a variety of facilities in amounts ranging from \$100,000 to \$30 million or more.*

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# When Giving-Gives Back

by *Cathy Backus*

Giving comes in many ways, from donating your time, your money or at best your resources. Research shows that making a donation of any kind increases the activity in the area of the brain that is linked to pleasure.

Pre Covid 19, the most common acts of giving had been to write a personal check or donate your time to a charity of your choice. Unfortunately due to the emotional effects of navigating through a pandemic, a great majority of people no longer have the additional funds to give or feel comfortable attending large events or activities. These factors have greatly effected the economy and a vast majority of people are now seeking new ways to give back or pay it forward.

Send Me On Vacation, Inc, the shared ownerships leading resource driven charity is thriving because of its unique structure of donating a resource, an unused week, instead of writing a check or attending a function. When you donate a week that you feel you will not use to someone in need, the feeling of joy is immediate. Imagine receiving a post card of thanks and

gratitude from a breast cancer survivor saying “ because of your donation, I felt joy and adventure again after the fight of my life.”

The ability of making a real impact in the lives of another person in need without ever making a financial contribution is extremely powerful.

From providing a respite to a woman who has just survived chemotherapy, radiation and surgery to fulfilling a bucket list vacation wish, your members and your resort can donate the resource of a room to change a life for the better.

Organizations like Grand Pacific Resorts, Lifestyle Holiday Vacation Club, Sunset World, Karisma Resorts, SFX Preferred Resorts, Condo Travel Club, Absolute World, Karisma Resorts and many others have donated both group and individual vacations.

Companies that donate group vacations have a vacation white labeled after their company without having to have dedicated personal to manage charitable giving. This type of engaged giving strengthens the brand

in the eyes of the members knowing that their vacation ownership company supports the act of using vacationing as a tool for healing. Going on a vacation gives those battling breast cancer the hope they need to move forward. Members love to share weeks they cannot use with those in need. The act of donating their week to someone in need instead of banking weeks gives the act of membership increased value and meaning.

Companies like Grand Pacific Resorts have “weeks drives” at various times throughout the year, October being the strongest month in support of z breast Cancer Awareness.

Taking weeks off the books also reduces financial liability for the resort at the very same time it changes lives, one vacation at a time.



Learn how your organization can benefit from resource driven giving. Just as IBM donates computers to schools to educate youth, and Home Depot donates to Habitat to Humanity to build homes for the homeless, the best donation a vacation company can make is the gift of a vacation to improve the quality of one's life. Sharing the story and photo of a recipient that your company has sent on vacation in your member communication or highlighting a member who has donated their week, warms the hearts of existing members and encourages new members to buy into vacation ownership from a company that gives back.

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



# How high is your AQ?

## Increasing Loyalty, Referrals and Sales.

by Michael S. Finn

Many of you are already asking yourself, what is AQ?

AQ stands for Advocacy Quotient™. It is a scale we use to show how likely someone is to recommend our product or service to another prospect.

Now some of you may be asking, well is not that what NPS (Net Promoter Score) does?

NPS, says it measures customer experience of your brand and provides the best metric to anchor your customer experience management program.

Fortune Magazine reports that two thirds of the Fortune 1000 used NPS in 2020.

In our opinion NPS has a few challenges. Full disclosure, I have friends in the space who love it, mostly because it sets a simple benchmark. Who would not love a simple tool?

### NPS View

The challenges we see come from a few directions:

NPS centers around one

question; “how likely would you be to recommend us to your friend or colleague?”

- While this is solid starter, a couple follow-up questions would make it statistically and empirically valid.
- With AQ, we use follow-up questions:
  - Have you ever referred a friend to us?
  - Did your referral join us?
- I have seen scholars in the Harvard Review cite NPS has a lack depth and ask for two more questions:
  - Have you recommended this brand? (Similar to above)
  - Have you ever discouraged anyone from choosing this brand? (Interesting)
- In addition, NPS is one dimensional as a benchmark, without giving much in the way of actionable items to improve on your brand awareness.

Also, scale itself can be confusing as to what the score should be chosen. In conversation, I have said NPS is a 10-point scale and I get chastised by proponents that it

is an 11-point scale, as you can score zero. True.



- The flaw in scale like this is that it introduces a school-based bias, while others have a median bias.

- 10 equates in many minds to 100%, an A+
- While seven equates to 70% or a C. Satisfactory or a mid-point.
- On a 0-10 scale many people see a five in the middle, as average, when a five is a poor score or in school grading terms, an F or failure. At the same time others see it five as the middle ground, or satisfactory. (see below)

### AQ Leads to Better Actionable Insights

NPS will likely have a place in business and customer experience analysis for the foreseeable future. And we agree with its simplicity

and its ability to create a benchmark.

As our focus is on driving is in achieving advocacy and brand loyalty, we believe that an Advocacy Quotient™ Survey (AQ) will do a better job guiding your business.

AQ will sort Advocates into three (3) groups and a fourth by default.

1. Advocates willing to promote your brand.
2. Advocates who have referred your brand.
3. Advocates who persuaded



Continued on page 18

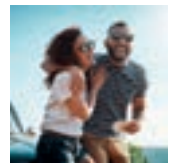
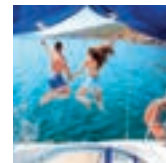
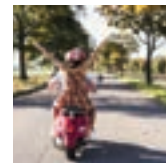
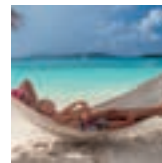


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a new customer to use your brand, (the Golden Ticket)  
 4. And by default, customers that are not willing to promote/refer your brand.

Now that we know the true loyalists to a brand (based on actual and potential action), we can guide them to be stronger with recognition and rewards programs and motivate others to become Brand Advocates (or Brand Ambassadors depending on the level of recognition you want).

Our Advocacy Quotient™ is simple and sets a benchmark as well. It just has a bit more depth.

Our AQ starts with a 5-point scale as to remove as much bias as possible. Good surveys should have a clear median.

We also add the second and third question as “yes/no” to make things more objective and empirical. (example on right)

**Added upside**

While many surveys with scales merely give benchmarks, the AQ system lends itself to better

modeling and subsequent actions.

**For instance:**

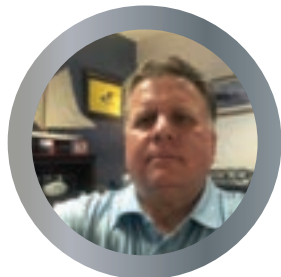
If your next step is acquiring more prospect leads, we can use the data to create a model of one of the best advocates/influencers look like. From there we give them the tools they need to refer more prospects.

Additionally, we can do the same for ambassadors that referred actual purchasers and make that path easier as well.

*Michael Finn, RRP, CGP, is an award-winning leader and innovator with proven ability to develop marketing and sales potential in various markets and segments.*

*He provides consulting services and specializes in multi-channel marketing*

*and using brand synergy to create effective and productive programs and processes. His LinkedIn address is <https://www>.*



**Our surveys look like this**

(these can be adjusted by industry):

1. How likely are you to recommend our brand/ service/product to a friend or colleague?



2. Have you been satisfied with the reservation process?



3. Have you been satisfied with the quality of the product?



4. Have you been satisfied with experiences using the product?



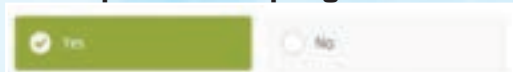
5. Have you been satisfied with the timeliness of services?



6. Have you recommended us to a friend or colleague?



7. Has a friend or colleague become part of our program?



Now many NPS scores have a Voice or the Customer (VOC), like:

Can you give us a brief reason as to why you chose that score?



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# Out with the Old, in with the New?

## The Mistake of the Travel Industry

by Don Eastvold

I was advised by a close friend yesterday that no one would hire her because of her age, 68. Every place she applied rejected her for no specific reason but discretely told her “she is too old.” Knowing that work ethic and company dedication are not defined by age, with complete confidence, I called a close friend in Cabo, asking him to give her a chance. He, too, has explicit instructions from HR not to hire anyone over 50.

I’ve been in the Travel Industry for over 46 years and witnessed the good and bad of contracting personnel. Unfortunately, more times than not, nepotism and “ego-centric” subjective reasoning by management outweigh the objective reasoning that is for the good of the Hotel/ Club. Even with a massive shortage of personnel in the Travel Industry, we continue to allow this unwritten policy of hiring only the young and

rejecting the elderly with experience. “I want someone I can mold and train to my management style.” I chalk this statement up to an insecure manager not wanting to hire someone with more “hands-on” experience than themselves. Or, in the worst case, I’ve witnessed Hotel Management’s oral instructions to contract good-looking young ladies and

“I want someone I can mold and train to my management style.”

avoid anyone over 40 with a preference to hiring under 30. I will leave it to your interpretation, especially when two girls quit

suddenly because of sexual harassment by hotel management.

But let’s return to the genuine mistake, especially in our current World of Employee Shortages. I understand the desire to display a youthful and energetic staff to your hotel guest or clients. A youthful smile and a warm “How can I help you?” is an excellent “first impression” for your guest’s vacation. But this same warm welcome can also come from someone in their 50s and 60s, but with the added assurance of far more know-how. In the service industry, the client’s experience is not determined by a smile and a sincere desire to help. It is the immediate response of the employee to the client’s needs and the results of the situation at hand. Who would you prefer handling a “problem,” a youthful smile passing the buck to management, further delaying the solution to the problem? Or an experienced person who can provide an immediate resolution allowing the guest to continue their vacation?

I provide consulting services to Hotels and Clubs that wish to improve their bottom line.

Fortunately, my age of 69 going on 70, with 46 years as a Broker, Director, and Developer, are combined experiences in short supply in our industry. After reviewing each client’s overall operation, it is my job to give them recommended changes to their overall Hotel / Club Operation. Because of my friend’s rejection, I plan to add one more “strong recommendation” to every client I service. “Remove your age restrictions and judge each candidate on their experience and ability to help your organization and service your guests. Avoid any age limitations subjectively set by your Hotel Manager or Club Manager. In the end, striving for perfection is not determined by age or looks but by the positive experience provided to your guests.

### Side Note

We are currently experiencing a significant problem in the Airline Industry; canceled flights, delays, and poor service. The core solution to this problem is the increase of the age limitation placed on flight attendants and, more critical, the age restriction applied to Pilots. Airlines did

World of Employee Shortages

such a great job for their bottom line of driving early retirements during Covid that they are now caught with a significant shortage of personnel to satisfy the needs of the current Travel Boom. Perhaps they, too, should reconsider their forced retirement age limits and bring back the experienced personnel to fill the void they created.

Feel free to comment on this posting. I'm anxious to hear what your company's policy is on contracting someone that is in their 50s and 60s, young at heart, and willing to work a full day. Hopefully, we can help my friend get a job in Cabo.

**“Remove your age restrictions and judge each candidate on their experience and ability to help...”**

*With over 45 years in the Club Industry, Don Eastvold has opened up multiple Clubs and hundreds of sales and marketing centers throughout the USA and Mexico. The spectrum of his services includes every aspect of a successful Hotel / Club organization that assures a strong foundation for long term growth. This includes the invasive impact of Social Media and how to make it an*



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tel: 818.384.0925

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

Specialty: Everest NightBridge is a source of capital for legacy timeshare resorts, investing our funds at no risk to your association. We are not a management company. We work with your management team as a collaborative advisor to explore the best options for the future of your resort. Our focus includes strategic evaluation, simplifying ownership structure, and solving complex title insurance issues, often the greatest barrier in creating value for owners. We have over two decades of experience with owning, renovating, restructuring, refinancing, and selling shared ownership residential income properties. Call us to learn how we can help position your resort for repurposing, unlocking its potential value.

## LEGACY TIMESHARE SOLUTIONS



### Legacy Solutions International

70 Brickyard Rd, Unit 10 Essex, VT, 05452

tel: 802.373.5068

Website: [legacysolutionsinternational.com](http://legacysolutionsinternational.com)

Specialty: Legacy Solutions International, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out-of-pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact [rjrobertssmg@aol.com](mailto:rjrobertssmg@aol.com).



### Lemonjuice Capital Solutions

7512 Dr Phillips Blvd, Suite 50-345

Orlando, FL, 32819

tel: 863.602.8804

Website: [lemonjuicesolutions.com](http://lemonjuicesolutions.com)

Specialty: Lemonjuice is more than a professional, full-service resort management company. We are a solutions-based organization presenting an array of unique options that focuses on the resort and what is best for owners including strategic planning and delivering good outcomes. Our leadership and management team are experienced and disciplined timeshare and real estate professionals seeking the best outcomes for all. Unlike other management companies, we are solutions-focused and will invest capital in the Association to achieve goals that work. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



### TruPoints Club

2777 N Poinciana Blvd Kissimmee, FL, 34746

tel: 610.881.4165

Website: [www.trupoints.club](http://www.trupoints.club)

Specialty: Generate Cash Flow/Repurpose Inventory: TruPoints Club is your solution to boost sales, reactivate members, reposition owners, and repurpose inventory. TruPoints Club is a points-based travel club with the power to generate revenue for legacy resorts. TruPoints Club is a proud member of Interval International which allows their travel club members the benefits of enrollment in the Club Interval Gold exchange program. Contact our Senior Marketing Director, Frank Febbo, at 610-881-4165 or email [Frank@TruPoints.Club](mailto:Frank@TruPoints.Club)

## LEGACY TIMESHARE SOLUTIONS



### Vacatia Partner Services

2840 Fairfax St, Ste 219

Denver, Colorado, 80207

tel: .720.335.8983

Website: [vacatiapartnerservices.com](http://vacatiapartnerservices.com)

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

## LENDING INSTITUTIONS



### Colebrook Financial Company, LLC

100 Riverview Center, STE 203

Middletown, Connecticut, 06457

tel: 860.344.9396

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

Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service, and no committees. You'll always talk to a principal: Bill Ryczek, Mark Raunika and Tom Petrisko, each of whom has extensive timeshare lending experience.



### Wellington Financial

1706 Emmet St N Ste 2

Charlottesville, Virginia, 22901

tel: 434.295.2033 ext.117

Website: [www.wellington-financial.com](http://www.wellington-financial.com)

Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$10 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 40 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

## LENDING INSTITUTIONS



### Whitebriar Financial Corporation

575 Mystic Drive

PO Box 764

Marstons Mills, MA, 02648

tel: 508.428.3458

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

Contact: Harry Van Sciver

Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's and assist in Workouts. Resort Equity and Bridge Financing available.

## MANAGEMENT & OPERATIONS



### Capital Vacations

9654 N Kings Hwy, Ste 101

Myrtle Beach, SC, 29572

tel: 843.449.6500

Website: [capitalvacations.com](http://capitalvacations.com)

Contact: Alex S. Chamblin, Jr.

Specialty: Capital Vacations, headquartered in Myrtle Beach, SC, is one of the largest and fastest-growing management, development, and timeshare vacation club companies in North America. The company is dedicated to creating quality vacations and offers an affordable, flexible travel program called Capital Vacations Club. As a hospitality management provider, Capital Vacations provides full-service hospitality management solutions to vacation ownership resorts, helping to promote and support their long-term financial stability. With more than 68 managed resorts and over 30 vacation club properties across the United States and the Caribbean, Capital Vacations is committed to delivering memorable vacation experiences to owners and guests.

**LEARN  
MORE  
ABOUT  
EACH  
COMPANY  
ONLINE**

[MEMBERS.RESORTTRADES.COM](http://MEMBERS.RESORTTRADES.COM)

# MEMBERS DIRECTORY

## MANAGEMENT & OPERATIONS



**Getaways Resort Management**  
999 Fredensborg Canyon Rd  
Solvang, California, 93463  
tel: 844.438.2997  
Website: [www.GetAwaysresorts.com](http://www.GetAwaysresorts.com)  
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.



**Grand Pacific Resort Management**  
5900 Pasteur Ct, Ste 200  
Carlsbad, California, 92008  
tel: 760.827.4181  
Website: [www.grandpacificresorts.com](http://www.grandpacificresorts.com)  
Specialty: Grand Pacific Resorts creates experiences worth sharing for 80,000 owner-families and tens of thousands of loyal guests every year. With over 20 managed properties spanning from the pristine island of Kauai to the slopes of Park City to numerous top vacation destinations across California, the resort management company customizes its services to preserve the unique experience each location offers. For over three decades, owners and guests have valued heartfelt hospitality as they choose to vacation with Grand Pacific Resorts year after year.



**Lemonjuice Capital Solutions**  
7512 Dr Phillips Blvd, Suite 50-345  
Orlando, Florida, 32819  
tel: 863.602.8804  
Website: [lemonjuicesolutions.com](http://lemonjuicesolutions.com)  
Specialty: Specializing in professional, full-service resort and rental management, Lemonjuice delivers owner-centric options focusing on the individual resort's needs. LJS presents solutions concentrating on what is best for the resort and its owners including strategic planning. Our leadership and management team are experienced and disciplined timeshare professionals that understands innovation is key to operating a successful resort. Unlike other management companies, we are solutions focused and will invest capital in the Association to achieve the best outcomes for all. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.

## MANAGEMENT & OPERATIONS



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



**Vacation Resorts International**  
25510 Commercentre Drive, #100  
Lake Forest, California, 92630  
tel: 863.287.2501  
Website: [www.vriresorts.com](http://www.vriresorts.com)  
Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today!

## MEMBERSHIP PRODUCTS



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

## OUTDOOR AMENITIES



**Kay Park Recreation Corp.**  
1301 Pine St.  
Janesville, Iowa, 50647  
tel: 800.553.2476  
Website: [www.kaypark.com](http://www.kaypark.com)  
Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! The product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

## PEST CONTROL/DISINFECTANT



**SteriFab**  
PO Box 41  
Yonkers, 10710  
tel: 800.359.4913  
Website: [www.sterifab.com](http://www.sterifab.com)  
Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5-gallon containers. STERIFAB.COM

## POOL & WATER FEATURES EQUIP. & MAINT.



**Hammerhead Patented Performance**  
1250 Wallace Dr, Ste D  
Delray Beach, Florida, 33444  
tel: 561.451.1112  
Website: [www.hammerheadvac.com](http://www.hammerheadvac.com)  
Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.

## POOL & WATER FEATURES EQUIP. & MAINT.



**LaMotte Company**  
802 Washington Ave  
Chestertown, Maryland, 21620  
tel: 800.344.3100  
Website: [www.lamotte.com/pool](http://www.lamotte.com/pool)  
Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the test results can be viewed on the touchscreen or can be transferred into our WaterLink Solutions PRO water analysis program. Achieve precision without time-consuming test and clean-up procedures. Visit [www.waterlinkspintouch.com](http://www.waterlinkspintouch.com) for more information.

## PREMIUMS



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

## PUBLIC RELATIONS



**GBG & Associates**  
121 Lakeshore Dr  
Rancho Mirage, California, 92270  
tel: 760.803.4522  
Website: [www.gbgandassociates.com](http://www.gbgandassociates.com)  
Specialty: Positioning Strategy, Placement and Reputation Management Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for effective, comprehensive communication and reputation management programs. Three decades of vacation industry success.

## RECEIVABLE FINANCING



## Whitebriar Financial Corporation

575 Mistic Drive

PO Box 764

Marstons Mills, Massachusetts, 02648

tel: 508.428.3458

Website: www.whitebriar.com

Contact: Harry Van Sciver

Specialty: Receivables Financing. We can Lend or Purchase, including Low FICO, No FICO and Credit Reject. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's and assist in Workouts. Resort Equity and Bridge Financing available.

## REFURBISHMENT &amp; DESIGN



## Hospitality Resources &amp; Design, Inc.

919 Outer Rd, Ste A

Orlando, Florida, 32814

tel: 407.855.0350

Website: www.hrdorlando.com

Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management, and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses its expertise to provide clients with innovative designs while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

## RENTALS AND RESALE



## SellMyTimeshareNow, LLC

8545 Commodity Cir

Orlando, Florida, 32819

tel: 877.815.4227

Website: www.sellmytimesharenow.com

Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.

## RENTALS AND RESALE



## Timeshares Only LLC

4700 Millenia Blvd. Ste. 250

Orlando, Florida, 32839

tel: 800.610.2734

Website: www.timesharesonly.com

Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 25 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience.



## Vacatia Partner Services

## Vacatia Partner Services

2840 Fairfax St, Ste 219 Denver, CO, 80207

tel: 720.335.8983

Website: vacatiapartnerservices.com

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

## RESALES



## Bay Tree Solutions

115 Perimeter Center Place, Suite 860

Atlanta, Georgia, 30346

tel: 800.647.4130

Website: www.BayTreeSolutions.com

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

## SALES TRAINING

SHARI LEVITIN  
ShariLevitin.com

## Levitin Group

P.O. Box 683605, Park City, UT, 84068

tel: 435.649.0003

Website: www.sharilevitin.com

Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries.

Recently, Shari has been recognized as one of the:

- Top 10 Voices in Sales for LinkedIn
- Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."
- Top 50 Keynote Speakers
- 38 Most Influential Women in Sales

<https://www.linkedin.com/in/sharilevitin>

## SOFTWARE



## Digital Rez International Inc

Warrens Park Dr

Clermont, Saint Michael, BB11157

tel: 246.436.3739

Website: www.digitalrez.com/

Specialty: The Digital Rez Group is a global organization consolidated behind the RezExpert Software System. With offices in Canada, Barbados, and Australia, Digital Rez has been operating for over 30 years providing solutions to the accommodation and hospitality sector worldwide. Specializing in enterprise-level centralized Property Management Systems, and comprehensive Membership management for large networks and single resorts with exclusive points and rules management.



## Maestro PMS

8300 Woodbine Ave

Markham, Ontario, L3R 9Y7 Canada

tel: 905.940.1923

Website: maestropms.com

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

## SOFTWARE



## SPI Software

444 Brickell Ave, Suite 760

Miami, Florida, 33131

tel: 305.858.9505

Website: www.spiinc.com

Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance, and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 40 years of industry experience. This includes an advanced user interface, all major integrations, and cloud-based extendable applications.



## SS&amp;C TimeShareWare

855 W 300 N

Kaysville, Utah, 84037

tel: (801) 444-3113

Website: www.ssctech.com/solutions/products-a-to-z/timeshareware

Specialty: For close to 30 years, SS&C's TimeShareWare (TSW) continues to deliver the leading technology platform in the industry with excellent customer service through easy-to-use applications for resorts worldwide. Offering a robust set of integrations and APIs, TSW supports all types of shared-ownership properties, membership clubs, and management companies with multi-lingual and multi-currency solutions for marketing, sales and contracts, owner and usage management, reservations, and property management.



## Viewpoint

6277 Sea Harbor Dr., Orlando, FL, 32887

tel: 305.491.2850

Website: viewpointweb.com

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

# MEMBERS DIRECTORY

## STRATEGIC PLANNING



**Everest NightBridge**  
199 S Los Robles Ave Pasadena, CA 92201  
tel: 818.384.0925  
Website: [www.everestnightbridge.com](http://www.everestnightbridge.com)  
Specialty: Everest NightBridge is a source of capital for legacy timeshare resorts, investing our funds at no risk to your association. We are not a management company. We work with your management team as a collaborative advisor to explore the best options for the future of your resort. Our focus includes strategic evaluation, simplifying ownership structure, and solving complex title insurance issues, often the greatest barrier in creating value for owners. We have over two decades of experience with owning, renovating, restructuring, refinancing, and selling shared ownership residential income properties. Call us to learn how we can help position your resort for repurposing, unlocking its potential value.



**Lemonjuice Capital Solutions**  
7512 Dr Phillips Blvd, Suite 50-345  
Orlando, Florida, 32819  
tel: 863.602.8804  
Website: [lemonjuicesolutions.com](http://lemonjuicesolutions.com)  
Specialty: Lemonjuice delivers comprehensive professional management, strategic planning, and the resources needed to execute those plans for Association Boards and Managers. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Services include strategic analyses; rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and tools; professional resort management and accounting; title and roster reconciliation; sunset management; and Project restructuring and repositioning. Give your owners options!

## TECH SOLUTIONS



**TravNow**  
150 Governors Square Peachtree City, GA, 30269  
tel: 770.486.1181  
Website: [www.rsivacations.com](http://www.rsivacations.com)  
Specialty: We have always been known as a high service travel fulfillment company that used tech - Today we have emerged as a Tech Company that provides travel fulfillment! State-of-the-Art Hotel & Condo Platforms can integrate into your membership to encourage engagement. Tech-Driven Premium Offerings to drive membership interest and engage prospects. Stop trying to build tech, it has no ROI - we already have it for you! Call today!  
[TravCoding.com](http://TravCoding.com) & [TravNow.com](http://TravNow.com)  
28 | December 2022 | 931-484-8819 | [www.ResortTrades.com](http://www.ResortTrades.com)

## TOWEL SERVICES



**Towel Tracker**  
950 Vitality Dr. NW, Suite A  
Comstock Park, MI 49321  
tel: 616.325.2060  
Website: [toweltracker.com](http://toweltracker.com)  
Specialty: Towel Tracker enables you to control and simplify your towel service while increasing your bottom line through recurring savings on status quo expenses you no longer will pay!  
On the surface level, guests simply swipe their room key to access as many towels as they want. Every towel taken is then invisibly tracked (via unique ID) and assigned to that guest's account. Upon return to the system receptacle, towels are automatically cleared from that account. Replacement costs for unreturned towels can be set to automatically roll into the guest's final room invoice as individual line items.

## TRADE ASSOCIATIONS



**ARDA**  
1201 15th St NW, Ste 400  
Washington, District of Columbia, 20005  
tel: 202.371.6700  
Website: [www.arda.org](http://www.arda.org)  
Specialty: ARDA is the face of vacation ownership. Based in Washington, D.C., the American Resort Development Association (ARDA) is the trade association for the timeshare industry. ARDA's membership comprises over 500 companies (both privately held firms and publicly traded corporations), which house 5,000-plus individual ARDA members. ARDA's active, engaged members have extensive experience in shared ownership interests in leisure real estate.



**C.A.R.E. (Cooperative Association of Resort Exchangers)**  
P.O.Box 2803 Harrisonburg, Virginia, 22801  
tel: 800-636-5646 (U.S. & Canada)  
540-828-4280 (Outside U.S. & Canada)  
Website: [www.care-online.org](http://www.care-online.org)  
Specialty: Established in 1985, C.A.R.E. is one of the industry's leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Companies that possess rentable inventory or seek inventory for fulfillment set the foundation of C.A.R.E. with multiple advantageous scenarios for securing client vacations, increased inventory utilization and heightened yield management.

## TRAVEL CLUBS



**Global Connections, Inc.**  
5360 College Blvd, Ste 200  
Overland Park, Kansas, 66211  
tel: 877.995.3771  
Website: [www.explorepci.com](http://www.explorepci.com)  
Specialty: Established leader in the vacation industry offering its premier travel club, Global Discovery Vacations, through a sales distributorship channel; component-based travel and leisure benefits; exit and affinity programs. GCI is the developer of resorts in California, Colorado, Florida, and Tennessee; owns/leases multiple resort condominiums throughout the U.S., Canada, Mexico and Caribbean. From having your own travel club sales distributorship to strengthening loyalty with your members and employees, GCI has the solution you need.

## TRAVEL INCENTIVES



**Creative Marketing Incentive Group Inc**  
1968 S Coast Hwy #810  
Laguna Beach, California, 92651  
tel: 619-777-5577  
Website: [www.creativemarketingincentives.biz](http://www.creativemarketingincentives.biz)  
Specialty: At Creative Marketing Incentives, we take pride in helping businesses 10X their leads, sales, and brand through leveraging the power of the gift of giving and providing the go-to platform to distribute an UNLIMITED amount of high perceived value incentives – on and offline.

**ASK** how you can get  
**RESULTS**  
quickly using our  
**CLASSIFIEDS.**

Sponsor: Lifestyle Holidays Vacation Club



## Meet Sana, December's Survivor

I'm the nipple-less, breast-less, hair-less Mermaid. Everyday during my painful chemotherapy I would pretend that I was magically transforming into a beautiful mermaid with super powers. Mermaids represent strength and courage and have been my favorite mythical creatures since I was young. I would tell everyone that I'm 99% mermaid and 1% human after each chemo and surgery. I have no fear of the ocean but I have a great fear of cancer, aggressive chemo, surgeries, and medication, it make me feel terrible and turned my world upside down. I now struggle from intense chemo brain, hot flashes, back pain, fatigue, insomnia, emotional pain and depression. I felt bewildered as to why I got breast cancer when I was living my healthiest life (no alcohol, smoke, drugs, only ate a vegan diet, worked out daily.)



I would be forever grateful to be transformed into a gorgeous mermaid in your Mermaids Journey Program. I want to reconnect to my amazing self. The self that I lost during my breast cancer battle. I want to feel empowered and rewarded for my hard work in fighting cancer and not giving up when my journey was very scary and lonely. I want to replace these awful memories with new meaningful ones and celebrate my bravery.

Thank you for considering me!

Sana



Sponsor of Lifestyle Holiday Vacation Club "A Mermaids Journey"

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

Grand Pacific Resorts • Women's Council of Relators-Las Vegas • SFX Preferred Resorts

Track Results • JJS Global • Hilltown Tours Italy • Fairmont Hotels • Perspectives • Vacation Innovations

• Lifestyle Holidays Vacation Resort • Hilton Head Accommodations •

# Advertisers

Alliance Association Bank .....	www.allianceassociationbank.com .....	29
ARDA.....	www.arда.org.....	21
Capital Vacations .....	www.capitalvacations.com.....	32
Creative Marketing Incentive Group...	www.CreativeMarketingIncentive.com....	3
Digital Rez .....	www.digitalrez.com.....	2
Getaways Resort Management.....	www.getawaysresorts.com .....	13
Global Connections .....	www.explorepci.com.....	13
GNEX .....	https://gnexconference.com.....	29
Grand Pacific Resorts Management ..	www.gprmgmt.com.....	21
Lemonjuice Captial Solutions.....	www.lemonjuice.biz .....	23
LOC USA.....	https://usaloc.com.....	19
Lodging Goods .....	www.lodginggoods.com.....	11
Meridian Financial Services, Inc. ....	www.merid.com .....	7
RCI .....	www.RCIAffiliates.com .....	17
Send Me On Vacation .....	www.sendmeonvacation.org.....	28
SPI Software .....	www.spiinc.com .....	17
Timeshareware.....	www.timeshareware.com.....	5
Towel Tracker.....	www.toweltracker.com.....	5
TravNow .....	www.merchantservicesmadeeasy.com ..	1
Vacatia Partner Services.....	www.vacatiapartnerservices.com .....	31
Viewpoint.....	www.viewpointweb.com.....	9

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