

The Leading Shared Ownership Magazine

PERSPECTIVE

North America Edition February 2010



Timeshares Only

GARDA 2010
Vacations Only **FIDELITY**

Timeshares Only

Effective Solutions For
Developers & Owners

THIS ISSUE The Importance Of PR, Top 10 Mistakes Made By Fractional Real Estate Developers, SFX Preferred Resorts, State Of The Industry 2010

From left: Richard Marquette, general manager of Fidelity Real Estate, Timeshare Division; Susan Arnone, Vacations Only manager; and Todd West, director of sales for Timeshares Only.



Timeshares Only: Not Just Another Resale Company

By Matt McDaniel, editor

It's not too uncommon for consumers and even timeshare developers to assume that all timeshare resale companies are pretty much the same. But in today's economic environment, it pays to know that they're definitely not.

Timeshares Only has created the world's largest timeshare resale marketplace. Through cooperative advertising, Timeshares Only makes it possible for timeshare buyers, sellers and renters to connect around the world.

But there's another level on which Timeshares Only differs as well; unlike many of its so-called competitors, Timeshares Only is more than merely a web presence. The company's 30,000 square-foot timeshare resale headquarters in Orlando, Florida, which is staffed with more than 100 timeshare professionals, shows that Timeshares Only is in the business for the long haul.

Timeshares Only works together with Vacations Only, its rental partner, and Fidelity Real Estate Agency |

Timeshare Division, the company's official broker, to present a seamless total package that works efficiently and effectively for both the consumer and the developer client.

Cleaned and Pressed

One main area in which Timeshares Only is different is in their attention to small but critical details in the sales process. "We go the extra mile, we clean and press the inventory," says Michael Paduano, director of business development for Timeshares Only. "We do our due diligence when it comes to verifying ownership properly."

So what do they mean by "cleaned and pressed"? Oftentimes, an owner doesn't understand exactly what he or she has purchased, says Paduano: "Let's say they own week 47, a two-bedroom, two-bath at resort XYZ. They actually own a floating week; they were deeded week 47, but every year they have to call up and request the week that they want – so they really don't know what they own. Maybe it's a gold week, or



it could be a platinum week, or it could be a pink week. There could be points associated with it – they have no idea. And if there's banked points, then they think those banked points are a part of the package itself, but they're not, because they've already banked those points with Interval or RCI."

"So what we do," says Paduano "is get the deeds or their membership documents, and we make sure that the information they want to post in our ad is correct."

"We're not just selling what they tell us they own, we're going in and making sure it's what they own," Paduano adds, "because when they go to sell it, we want to ensure that there are no problems."

of Selling Timeshares, Inc. (www.sellingtimeshares.net), a niche timeshare resale company specializing in Marriott, Hilton and Disney. "I can count on them to assist me with inventory for my buyers if I do not have that inventory in my network. Timeshares Only is easy to work with, which is a great benefit to all parties involved. They are a tremendous asset to the industry and always put their clients' needs first."

Timeshares Only believes that developers and other timeshare operators want to see a strong, solid system in place for handling their inventory. If all the proverbial ducks are in a row, developers can easily see that Timeshares Only is going to be able to move inventory given to them because they are not going to be hung up on back-office issues.

Unlike many of its so-called competitors, Timeshares Only is more than merely a web presence.

Timeshares Only's large headquarters serves another function, as all the pertinent paperwork is kept onsite and easily accessible for review at any time during the sales process. "It makes the transactions a whole lot quicker," explains Paduano.

Relationship with Developers

While the third-party resale market was not always embraced by timeshare developers, Paduano says things are different today, at least with Timeshares Only: "Historically, our brokerage, Fidelity Real Estate Agency, has been the only recommended resale company for Disney Vacation Club, and we've had an affiliation with them for almost six years now. In fact, we also have a relationship with several branded and independent top-name resort developers, as well as exchange and other industry-related companies, as their only recommended resale company."

"I have been working with Timeshares Only for over 10 years now," says Seth Nock, founder and president

"The committed approach to the industry of Timeshares Only results in exceptional opportunities for their customers," says Cathy Backus, worldwide director, vacation ownership, with CSA Travel Protection. "They instill trust and confidence in every buyer and renter by successfully providing products that offer vacation security. Their professional and skilled employees create an exceptional business to business relationship, which CSA has enjoyed for over three years."





Advertising Makes Timeshares Only Different

Another difference between Timeshares Only and virtually all other resale companies is Timeshares Only's commitment to advertising. The company advertises on more than 500 television stations, including The Travel Channel, ESPN, The History Channel, TLC and many others.

What's more, Timeshares Only short- and long-term marketing focus includes:

- Radio advertising to more than 40,000,000 potential radio listeners on over 1,600 radio stations nationwide
- Advertisements on hundreds of billboards at more than 550 locations nationwide
- Print ads in a variety of publications, with more than 10,000,000 pieces mailed

companies that are nothing more than websites – we are a multimedia solution for the resale market. We actually go out and advertise on television, radio, billboards, print, and obviously do pay-per-click campaigns on the Internet. We take almost 50% of every advertising dollar that comes in and reinvest it into our advertising network so that we can attract buyers for their timeshare. There are a lot of people who say to never pay an up-front fee, but you have to keep in mind that not all upfront fees are equal.”

The professionals at Timeshares Only fully realize that the timeshare resale industry has long been plagued with organizations that are “here today, gone tomorrow,” and that often these companies would ask for thousands of dollars up front and then disappear without a trace. To make consumers aware, help

Timeshares Only seeks to bring absolute legitimacy to the timeshare resale industry.

- The highly visible headquarters location in the heart of the timeshare capital of the world encourages walk-in traffic. Illuminated by brightly lit signs and a 5 foot by 10 foot electronic message board, Timeshares Only is hard to miss.

Timeshares Only has created a proprietary media exchange using best-in-class systems and research technology that serves as the backbone for their direct mail programs. Their direct mail campaigns are finely tuned and enhanced to leverage their technology and information systems to the benefit of their customers.

Up-Front Fees

Another common misperception about resale companies is the practice of collecting up-front fees. Florida statutes make it illegal for a real estate licensee to accept money up front for the listing of a timeshare. Timeshares Only is not a broker and does not take listings – only advertisements. The up-front fees they collect are legitimately used for advertising and are 100% above board.

“We do collect advertising fees,” Paduano says. “When someone wants to sell with us, we charge them an advertising fee. There are a lot of Internet marketing

eradicate such operators and ultimately bolster the credibility of the timeshare industry, the Timeshares Only scam page (www.timesharesonly.com/timeshares-only-scam) details several common methods that scammers use.

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Timeshares Only – Your Resales Solution

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Fidelity Real Estate Agency | Timeshare Division

Toll-Free: 800-831-2990

Worldwide: 407-477-7987

Fax: 407-477-7988

Timeshares Only

NEW "Real-Time" Rental Program An Effective Solution for the Timeshare Industry



Timeshares Only is now working with developers that wish to rent excess nightly, weekly, monthly or seasonal inventory. Through massive multimedia advertising, Timeshares Only reaches tens of thousands of families interested in better vacations. We invite timeshare developers to share in our success and join our new "Real-Time" rental program today!

Seth Nock - Founder, Selling Timeshares Inc.

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THIS ISSUE Why Isn't There Buyer Finance?, Climbing Kilimanjaro, VAT Taxes in Multi-Jurisdictional Scenarios, A-List Interview With Darren Ettridge

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