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DAE  
BUSINESS  
SOLUTIONS

Developers in Active Sales

EXCHANGE

2016 Edition

DAE Business Solutions will work with you to create a customized exchange platform that supports your sales and marketing efforts. With DAE, you'll have the ability to offer new and current owners an alternative exchange solution, one with no Membership fees and no payments until owners get the exchange they request.

DAE Business Solutions

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# Here are a few of the options you may want to include in your exchange partnership

## WHITE LABEL EXCHANGE SERVICE

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DAE can create a custom exchange service that looks and feels like your own website and call center. We'll work with you to create a system that works for you; DAE is not a cookie-cutter service. Inventory can be segmented and tailored according to your needs. This program keeps buyers within your own ecosystem rather than having them go to outside exchange companies to purchase products and services, which builds brand loyalty and reduces confusion.

## DAE EXCHANGE

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Offer DAE Exchange as a secondary option for owners. We are not looking to replace your existing exchange company, but rather compliment it to provide additional benefits to owners. Because DAE Membership is free and exchange costs are lower, this is a cost-effective way to enhance your product offering. When presenting to current timeshare owners - who are often disenchanted with one of the major exchange companies - offering DAE Exchange can help overcome negative exchange experiences providing a new option with "Less No, More Go." This is especially true if you have an upgrade program and the associated need to scale benefits or if you are looking to provide tiered leisure and loyalty benefits for executive level memberships.

## GOLD ADVANTAGE [SELECT]

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Offer Gold Advantage and Gold Advantage Select (recommended) benefit tiers to prospects, enhancing the offer. We'll work with you to offer wholesale pricing for your buyers and explore possible revenue-sharing opportunities. Using this paid level of benefits as a first-day incentive (paid by the developer for one year as an example) creates added value at the point of sale. Pair DAE with your core product and arm your sales staff with a unique tool developed by sales, for sales. These enhanced benefit tiers offer Members priority access to DAE inventory, plus a wealth of other benefits including huge discounts on DAE Exchange, unit upgrades and other services. Members with Gold Advantage benefit levels also earn 1.5x - 3x extra daeRewards, an easy way for Members to earn rewards to pay for DAE products or purchase additional travel services. Gold Advantage Select status also unlocks the door to the daeXtra Shopping Mall, where Members can save on products from famous retailers, such as Macy's, while earning daeRewards on every dollar spent. Specific benefits available to those with DAE Gold Advantage benefits are:

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- *10%-15% discount on all Exchanges and Bonus Weeks*
  - *Priority Status on Exchange Requests*
  - *14-day advanced booking on newly listed inventory*
  - *Exchanging into non-timeshare resorts through daeOptions*
  - *Complete suite of travel, cruise and leisure products, bookable online*
  - *Online purchase of shopping gift certificates or direct online shopping at over 300 mainstream retailers*
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## daeXtra / daeRewards

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At the sales table, sweeten the deal for potential buyers by offering access to discounted travel services while earning daeRewards. Members can save up to 10% on travel, activities and entertainment, rental cars, lifestyle products and more. Members with Gold Advantage and Gold Advantage Select status also earn daeRewards on purchases. They can redeem those daeRewards to pay up to 100% of fees on Exchange, Rentals, Bonus Weeks, daeOptions and more. Timeshare owners are active travelers, so this is a benefit they can use year-round. You can also use this program as a closing tool by funding new buyers' daeRewards that they can use toward exchange fees, airfares, car rentals, activities, and more.

## daeOptions

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Offer access to a collection of quality, non-timeshare resorts and hotels in premium destinations at great Member only rates, adding flexibility and value to your product. We source inventory in highly desirable travel destinations where there is limited availability or minimal exchange inventory.

## WORLDWIDE EXCHANGE VOUCHER

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Use the Worldwide Vacation Exchange Voucher as a buy-today incentive to help close the sale. Simply deposit owned intervals with DAE, and then DAE issues Worldwide Exchange Vacation Vouchers valued for at least \$900 and valid for two years. The certificates are provided on attractive card stock, adding to the perceived value while obtaining exchange prospects for future sales.

## BONUS WEEKS

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Using a DAE core benefit available to all DAE Members, Members can book vacations within a 60-day travel window at very low prices, without the need to give up the week they own. Plus, DAE provides unlimited free guest certificates for friends and family. Similar to daeOptions, this is another way to add flexibility and sizzle to the sale.

## RENTAL PROGRAM

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Use DAE as a channel to market and sell unsold inventory. We will promote these rental weeks to our over half a million Members as well as a number of other distribution channels that will maximize exposure of your product. Name your net price; there's no minimum number of units required. The program brings potential buyers into the resort for in-house sales, and renters who have experienced and enjoyed the product are often the best prospect for sales. If inventory hasn't been rented, the program allows you to take it back if you need it again.

## AUTO-DEPOSIT

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Eliminate administrative duties and retain the value of developer-controlled weeks as Worldwide Vacation Vouchers generated through this program can be sold or used as buy-today incentives.

## LEASING OF INVENTORY

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DAE will buy blocks of weeks from you at a rate similar to your current average rental return. If you have significant amounts of unsold inventory, this could be a way to manage yield and increase cash flow on a temporary basis.

## OWNER SERVICING

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DAE can manage administrative duties for internal reservations, exchange, and other services as requested. This allows you to concentrate on sales and marketing efforts rather than owner services.

## REVENUE SHARING

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Simply enroll new buyers in DAE and then promote DAE's suite of products and services. As new owners take advantage of DAE benefits, you'll receive financial remuneration. We even provide complimentary sales materials to assist you in promoting our products and services.

## OWNER EDUCATION MATERIALS

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Rely on DAE's attractive and simple to understand materials to build excitement about the timeshare sale. These are provided to you at no cost. DAE can create material that is specific to your needs. Let us know how we can complement your product and we will provide creative design on request, working in tandem to create material that enhances your offer.

## DEVELOPER CHOICE

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Our portable and brandable exchange platform includes an inventory management system, a rental distribution channel, and a marketing product. The platform seamlessly stitches the exchange service to websites or call centers worldwide. This platform can support your resorts' internal exchanges, external exchanges, and easily integrates resort rentals and last minute vacation rentals. Highlight seasonal promotions, incentivize seasonal bookings, and integrate tour converters, referral program and minivacs, all while driving customers to your key profit centers.

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