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DAE  
BUSINESS  
SOLUTIONS

Resale Companies

EXCHANGE

2016 Edition

When it comes to timeshare resales, exchange companies have traditionally been an afterthought. DAE, on the other hand, can provide a rich menu of ways to increase your product's value - many of them at no cost to you.

DAE Business Solutions

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

## DAE EXCHANGE

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Include DAE's Free Membership as part of the sale, enhancing the overall value proposition of the offering. Because DAE Membership is free and exchange costs are lower, this is a budget-friendly option with little downside. When presenting to current timeshare owners - who are often disenchanted with one of the major exchange companies - offering DAE Exchange can help save the sale by providing a new option with "Less No, More Go."

## GOLD ADVANTAGE [SELECT]

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Offer Gold Advantage and Gold Advantage Select (recommended) benefit tiers to prospects, enhancing the offer. The ability to pay for DAE products with daeRewards helps create a more compelling presentation and close the sale. Gold Advantage Select also adds flexibility to legacy fixed-week, fixed-unit intervals through daeOptions and other benefits. DAE will work with you to offer wholesale pricing for their buyers as well as revenue sharing opportunities. Using this paid level of benefits as a first-day incentive (paid by the seller for one year as an example) creates added value. These enhanced benefit tiers offer Members priority access to DAE inventory, plus a wealth of other benefits including huge discounts on DAE Exchange and other fees. Members with Gold Advantage benefit levels also earn 1.5x - 3x extra daeRewards, an easy way for Members to use daeRewards to pay for DAE products or purchase additional travel services. Gold Advantage Select status also unlocks the door to the daeXtra Shopping Mall, where they 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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Owners and Members gain a new opportunity to access discount 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 (often resale buyers) are active travelers, so this is a benefit they can use year-round.

## daeOptions

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daeOptions provide a way to add flexibility to traditional fixed-week, fixed-location products. At the sales table, sweeten the deal for potential buyers by offering access to discounted travel services while earning daeRewards.

## WORLDWIDE EXCHANGE VOUCHER

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If you have weeks under your control that are available for exchange, you have the ability to deposit them with DAE. DAE will issue a Worldwide Exchange Vacation Voucher for every week deposited with a value of no less than \$900; vouchers are valid for a two-year window. The certificates are provided on attractive card stock, enhancing the perceived value. This program is particularly important if an interval you're selling is not available--due to pre-banked deposits--for an extended time after the sale.

## BONUS WEEKS

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Highlight Bonus Weeks as another benefit to purchasing through your company.

## OWNER EDUCATION MATERIALS

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Rely on DAE's attractive and simple to understand materials to build excitement about the timeshare sale, explain the exchange process and overcome negative stereotypes pertaining to timeshare ownership.

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