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## DAE BUSINESS SOLUTIONS

### Sold-Out Resorts

## EXCHANGE

2016 Edition

It's a fact that exchange plays a significant role in Owner satisfaction levels. When Owners don't get value and results from their exchange company, it negatively impacts your resort. Maintenance fee payments, receivables and owner engagement all take a hit. At DAE, we've made a promise to Change Exchange. When you promote DAE's Free Membership to your Owners, they'll discover DAE's innovative Have A Week, Get A Week approach and experience Live Custom Request Searches designed to match them to the perfect vacation.

DAE Business Solutions

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# Here are a few of the ways DAE can help

A better exchange product is just the beginning of the services DAE can offer. We want to be a trusted partner in building lasting value for your Owners. For example, by taking a proactive stance on rental and resale assistance for your Owners, you can reduce the effect that delinquencies and foreclosures have on your bottom line and on Owners who are meeting their responsibilities.

## DAE EXCHANGE

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By offering a fresh approach to exchange, you can reinvigorate Owner enthusiasm for the timeshare experience. A large percentage of “experienced” Owners have given up their initial exchange company membership. By offering DAE’s Free Membership, you can provide a way for these Owners to exchange outside their current Ownership. For fixed-unit, fixed-week Owners, this is especially beneficial. There is no risk because it costs nothing to join DAE and Owners pay nothing until an exchange is confirmed.

## GOLD ADVANTAGE [SELECT]

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By offering Gold Advantage and Gold Advantage Select (recommended) benefit tiers to current Owners, you can reinvigorate their interest in the timeshare product. The introduction of these new benefits gives Owners a reason to meet with resort staff. Resorts have also had success offering Gold Advantage benefits as an incentive to pay maintenance fees by a certain deadline. When aging Owners are bequeathing timeshare intervals to the next generation, the addition of Gold Advantage Select benefits provides added flexibility and value, appealing to this new generation. 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 earn points 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 are active travelers, so this is a benefit they can use year-round.

## daeOptions

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Add flexibility to Ownership at your resort. DAE Members receive access to a collection of quality, non-timeshare resorts and hotels in premium destinations at great Member only rates.

## WORLDWIDE EXCHANGE VOUCHER

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If you have HOA-owned or controlled inventory, this is a way to monetize your assets. Simply deposit your intervals with DAE, and then 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 attractive certificates are provided on quality card stock, adding to the perceived value. The certificates can be sold to current owners or included as a buy-today incentive if you're selling other weeks.

## BONUS WEEKS

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Owners have the opportunity to book vacations within a 60-day travel window at very low prices, without the need to give up the week they own. Offering this program to your Owners adds flexibility and yet another Ownership benefit. Owners who love your resort can vacation there and still have a chance to try a new resort experience.

## RENTAL PROGRAM FOR HOA CONTROLLED INVENTORY

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Sold-out resorts can use DAE to rent HOA-owned or controlled weeks. This brings potential buyers into the resort for in-house sales, creating new Owners and eliminating the hassle of HOA weeks. If you don't want to have a resale program, this will still create a valuable revenue stream with minimal administrative effort.

## AUTO-DEPOSIT

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Sold-out resorts will find that this program alleviates administrative chores and helps to retain the value of HOA-controlled weeks as Worldwide Vacation Exchange Credits generated can be sold or used as buy-today incentives

## LEASING OF INVENTORY

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DAE will buy blocks of weeks from your resort at a rate similar to your current average rental return. If you have significant amounts of unsold inventory, this could be a way to increase cash flow on a temporary basis. This is the simplest way to monetize or create value in association-owned inventory.

## WHITE LABEL EXCHANGE SERVICE

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DAE can create a custom exchange service that looks and feels like your own website, and a personalized call center to represent your brand. We'll work with you to create a system that works for you; DAE is not a cookie-cutter service. This program keeps buyers within your own ecosystem rather than having them go to outside exchange companies to purchase products and services; this lessens Owner confusion and builds value and loyalty with your brand. For Owners who have dropped their exchange company membership, this can reignite passion for the vacation ownership product.

## OWNER SERVICING

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DAE will take over administrative duties for internal reservations, exchange, and other services as requested. This can be a way to reduce overhead and create efficiencies.

## REVENUE SHARING

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Simply promote DAE's suite of products and services, and as your 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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DAE's attractive and simple to understand materials can reignite your Owners' enthusiasm for timeshare ownership. Resorts can also rely on DAE for newsletter articles and other owner communication. One program that's proved popular is the ability to offer provided discount coupons for future exchanges upon payment of maintenance fees.

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