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Dover Company Thrives in Timeshare Market

The death spiral of the housing market has many people on edge, but a Dover company continues to grow by helping people buy and sell timeshares. **SellMyTimeshareNOW, LLC** has grown its annual revenues from \$87,000 in the fourth quarter of 2003 to \$5.1 million in 2006 and estimates it ended 2007 with \$7 million in revenues. They've done that by helping people looking to sell their timeshares connect with people looking to buy one on the secondary market.

What started in 2003 as an entrepreneurial venture with just Jason Tremblay, CEO, and his mother, working out of their respective homes in NH and Florida, has grown into a business with 100 employees housed in a 13,000-square-foot space in the Cochecho Falls Mill in Dover. Tremblay is optimistic about the company's future growth, pointing out there is a \$30 billion glut of timeshare property on the market and little competition in the secondary market. Tremblay says while other companies concentrate on attracting sellers, his company focuses on finding buyers. "You can find sellers, but if you can't find buyers, it won't work," says Steve Luba, director of communications.



Jason Tremblay

To make sure it casts a wide net to snare potential buyers, the company has 200,000 phrases on Google to make sure it keeps its high ranking on Web searches. It seems to be working, as the site receives 50,000 to 60,000 visits per day with 12,000 unique visitors a day, Tremblay says. In 2006, the company fielded 47,160 offers from clients worth \$233.8 million. It expected to end 2007 with 71,300 offers worth \$270 million.

"When the bubble began to burst, I wasn't sure how we would be impacted. I was nervous," Tremblay says. "We're looking at record sales now." He says those rising sales may be due in part to people who were once looking for second homes instead switching

their interest to timeshares.

In addition to the advertising service, the company recently launched Timeshare Hot Deal, which brokers timeshare deals for those who need assistance with actual sales instead of advertising. The company also has a division solely focused on assisting customers with closings. "Our big picture is to connect the dots. We want to develop and implement a timeshare multiple listing service," says Tremblay of the next development of the business.