



## The Right Time and the Right Solution for Timeshare



■ Jason Tremblay, CEO

■ Billy Curran, Member Board of Directors

■ Lee Goss, President and COO

■ Jay Bade, Executive Director of Business Development

**For timeshare resale and rental advertising and marketing leader Sell My Timeshare NOW, it usually comes down to the same question: "Does your website really attract buyers the way you claim it does?" The answer reverberates throughout the timeshare industry.**

As company co-founder and CEO Jason Tremblay says, "\$461 million in offers to buy and rent timeshares in 2008 speaks volumes for the effectiveness of our website and our ability to find buyers and renters for our customers." With the current economic conditions and the tight credit market as the greatest challenges the timeshare industry has ever had to face, Sell My Timeshare NOW is developing solutions for resort professionals looking to leverage the secondary market.

Tremblay explains, "Our company can't solve the country's economic woes, but we can look for ways to help the timeshare industry as a whole. We are expanding our services and providing more innovative, developer-friendly timeshare resale options. We are in a unique position to offer meaningful services to timeshare companies and developers." With an eye toward offering resale and rental solutions for some of the problems of resort developers, project directors, wholesalers, as well as consumers, Sell My Timeshare

NOW is expanding its management team and enhancing its services with new internet-based solutions to prepare for the task ahead.

### Timeshare Resale Solutions, One Click at a Time

When Sellmytimesharenow.com was founded, nearly six years ago, the internet was still pretty much a wide-open territory, an untapped resource for many in the business of selling timeshares or offering timeshare resales. Sure, everybody had a website, and most of those websites provided information about resort properties, beautiful photographs of mountain or beachside vacation destinations, and perhaps a phone number to call for more information. But until Sell My Timeshare NOW tackled the world wide web with the objective of being the most highly visible and complete online timeshare resales and rental advertising service, no one had fully explored the potential of how well consumers would respond to the option to buy, rent, or sell timeshares from the convenience and comfort of their home computer.

By using aggressive and well-timed internet marketing strategies, Sell My Timeshare NOW drew over 25 million visitors to its website in 2008. The company achieves "Page 1" position in search engines such as Google for almost any timeshare related

word or phrase a consumer might use when searching the internet for timeshare information. As the company has expanded its services from by-owner online resale and rental advertising to include rental assistance services, timeshare brokerage services, and comprehensive developer solutions, it has grown from three employees to more than 160, with offices in New Hampshire and Florida.

### Resort Services for Timeshare Developers

Seeking to be the de-facto destination for the vacation ownership secondary market, Sell My Timeshare NOW is initiating a menu of resort services designed to help timeshare developers and timeshare companies deal with resale needs. In January of this year, William E. "Billy" Curran was appointed to the Sell My Timeshare NOW Board of Directors. Curran is the CEO of InnSeason Resorts® of West Yarmouth, Massachusetts and the founder of Curran Management Services.

Curran observes, "I am pleased to serve on this board because I think that in the long run this company will be instrumental in changing the landscape of the timeshare industry. Timeshare owners are looking for change and for a secure way of reselling their product." Joining Curran as part of the Sell My Timeshare NOW team are Lee



■ Sell My Timeshare Now, Management Team (l to r: Sylvio Theriault; Rosanne Luba; Jason Tremblay; Stu Morris, Leslie Martin and Steve Luba.

Goss and Jay Bade. Goss, the company's new president and COO, reinforces Sell My Timeshare NOW's commitment to internet strength fortified with sound financial systems and forward-thinking strategic planning. Lee Goss is the former president and COO of Eons (an online Boomer social networking site created by the founder of Monster.com) and past COO of the Boston-based Yankee Group.

Jay Bade is a timeshare man right down to his roots. A 20-year industry veteran, Bade was the past Vice President, Eastern Region for Trading Places International, former Director of Club Inventory Development for Bluegreen Resorts, and previously in charge of key client management and business development for RCI Resort Services.

Looking at the company's cutting-edge

online business model, Bade recognizes how critical it has been to their success and says, "Sell My Timeshare NOW demonstrates how effectively it finds buyers and renters for the inventory on its website by the \$1 billion in offers collected since the company began in 2003. With the economic changes taking place in the industry, this is the right time and the right platform to find the right solutions for timeshare buyers, sellers, and renters." Bade's responsibilities at Sell My Timeshare NOW include creating corporate relationships in order to build on the success of the company's resort services division, Vacation Property Solutions. He points out that outreach efforts are underway with developers, resort management companies, and homeowner's associations to discuss solutions to their owner services and resale inventory needs.

### Right Time, Right Place, Right Answer

The internet has changed the way consumers interface with the business world, and the timeshare industry is no exception. Add today's economic challenges to this, and you get a timeshare industry in transformation and very much in need of solutions to both old problems and new challenges. Tremblay explains, "Now is the time for all of us to pull together. What benefits the industry as a whole benefits each one of us who is a part of it. Our goal at Sell My Timeshare NOW is to provide real solutions that produce tangible results for timeshare owners and timeshare developers."

SellMyTimeshareNOW.com  
Toll free (877) 815-4227 (603) 516-0200  
email: moreinfo@sellmytimesharenow.com  
Daily Blog: The Timeshare Authority