

SFX Preferred Resorts™ ... Vacation Exchange Redefined



A trusted industry resource for nearly 20 years, The San Francisco Exchange Company, known by the brand SFX, was founded by President & CEO Mel Grant in 1992. Before launching SFX, Grant spent 14 years in the timeshare industry in marketing and sales in key markets, including Hawaii, San Diego, and San Francisco.

Capitalizing on this extensive background and experience in the industry, Grant developed the concept of creating a high-end boutique vacation exchange service that would specialize in the industry's highest-rated timeshare resorts. With the launch of SFX, an entirely new level of customer service and industry innovation was born, paving the way for the success the company enjoys today.

The concept was to forge a network of strategic alliances between resorts and other resources creating "trading-blocks" of premium properties and prime locations that offered direct access to each partner's assets. The result: An elite network that is the only exchange service focused on the industry's highest-rated resorts that not only is a leading provider of exchange services, but related capabilities as well.

Fast-forward to the present day, and SFX now boasts over 100,000 registered Member/Owners who not only own at resorts possessing the industry's highest designated quality rating, but have an average demographic of \$150K-\$300K in annual income.

A Win-Win Value Proposition For All...

For the Timeshare Owner: A growing number of sophisticated, well-informed timeshare owners are coming to SFX for quality exchanges for their vacation resort properties, attracting some of the finest timeshare inventory available into the SFX exchange pool. This consistency in quality is a building block for customer confidence.

The customer benefits are significant, giving them unrivaled choice and flexibility. The timeshare owner is no longer restricted to

For Developers: The landscape and dynamics of this highly competitive industry are constantly changing. Many developers successfully offer SFX as an "add-on" layer of service in addition to their existing affiliation, thus providing a valuable sales tool that helps increase sales and VPG's. Prospects find it immediately intriguing and a great value proposition having more options at their disposal.

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using only the services of the one exchange company their resort happens to be affiliated with. They can now request high-quality resorts that are listed with multiple exchange companies by using SFX, which serves as their gateway network to a world of possibilities, breaking down borders of restricted access and providing enhanced opportunities and availability.

In addition to quality and open markets that assure greater choice, consumers also find the various levels of membership available at SFX highly appealing. Elements such as no annual membership fees, request first, and a popular cruise component provide true value-added benefits for SFX clients.

notes-receivable and referral business. A satisfied customer is more likely not to default on his purchase, and of course refer clients.

For Sales & Marketing Departments: One of the key attributes of selective profiling exclusively for the owners of quality resorts is the generation of a highly valuable database of high-end customers. Essentially, there are two elements to this value proposition. First, any SFX inbound exchange guest is a high-value potential prospect for in-house sales.

Secondly, SFX can deliver marketing opportunities to network Owners for Mini-Vac offers. This is an excellent opportunity for sales teams to speak with a desirable demographic

of \$150K-\$300K per year from both inbound exchange guests and/or MiniVac marketing programs.

Moreover, BonusWeeks.com is a website recently launched by SFX used for both lead-generation and rental revenues. SFX partners can advertise Mini-Vac offers on this site, which has been optimized for enhanced traffic and is available to both the SFX Member base and the general public.

Owner Services Departments...

Unfortunately in our industry, there have been numerous occasions when an owner's expectations have not been met. This only serves to underscore the value of Owner Services staff as the front-line where customers are won or lost. (Conversely, think of the instances where Owner Services managed to create a small miracle in securing an exchange to satisfy an Owner). SFX knows that every single contact in this area can be turned into a valuable asset. For nearly 20 years, many Owner Services departments have relied upon the seasoned out-reach capabilities of SFX to provide ongoing assistance in securing quality space for Owner Services Departments. SFX continues to stand ready to help any Owner Services out-reach department better fulfill the expectations of their owners.

Internal Exchange Component...

For multi-site developers, SFX can provide a co-branded internal exchange component to service Owners. Thousands of dollars are saved annually by developers who outsource this task and revenue share with SFX on each exchange, while simultaneously avoiding costs such as staffing, software development, time and data management. Developers can then



allocate more resources to critical sales and marketing initiatives.

SFX: Ahead of the Curve...

SFX Preferred Resorts, a Boutique Exchange Service, has matured as a leader in high-end Timeshare Exchange, but has also excelled in other areas to continually provide quality prospects for in-house sales, Mini-Vac

Ready for the future, SFX is in a unique position to ensure developers and other partners have the tools they need to adapt to ever-changing market conditions. Looking at the bottom-line, it begins to add-up that the SFX value-proposition is an indispensable component when considering marketing, sales and service. That's why businesses looking to stay on the leading

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programs, and Owner Services support. An important part of the success equation for SFX is a focused approach to remaining at the forefront with cutting edge technology and web-based solutions. All of our technology, including exchange applications and user-friendly websites, are engineered internally at our purpose-built offices near San Francisco, California.

edge and succeed in the evolving timeshare marketplace are increasingly looking to SFX, the smart choice.

For more information, please call Cory Phelps, Sr. VP at 800.739.9969 ext. 1109. Or email: Cory@sfx-resorts.com

