

## Top 20 Reasons Tricom Management Is a Timeshare Industry Leader & Why We Should Manage Your Resort

1. Tricom was established in 1979. Tricom keenly understands the complexities of resort operations and association management. Tricom is an experienced hospitality and association management company that anticipates issues before coming to fruition. Tricom's team, from the housekeepers to maintenance, to accountants to the executives, are committed to the highest level of quality and, at the same time, recognize the need to keep expenses low and offset expenses with income.
2. Tricom was the first timeshare management company in California. Tricom developed and managed the first registered timeshare property in California. This resort remains a "Gold Crown" rated resort to date due to Tricom's professional management and sound financial decisions over the past 32 yrs. Tricom provides the full spectrum of services required in operation of timeshare resorts. Beginning with top notch web based communications to collateral marketing materials, to owner resale services and pro-actively managing delinquent accounts, and through to financially stable associations with fully funded capital reserves. Tricom is consumer focused and carefully designs its' services to each resorts unique requirements.
3. Tricom has received over 225 American Resort Development Association (ARDA) Awards since 1979. No other timeshare management company compares to the level of industry awards Tricom has received. ARDA is the biggest and leading Association in the timeshare industry and it is an honor to be recognized each year.
4. Tricom's resorts dues are below the national average of \$674 (2010 data). Tricom is one of the oldest management companies and understands the major commitment to providing superior vacation experiences while keeping owners' dues manageable. Nearly all of Tricom's resorts have been awarded the "Gold Crown of Excellence" and that is considering most of the resorts are 25 plus years old.
5. Tricom has always operated on a basis of full transparency and disclosure.
6. Association Boards have access to and control of all resort's monetary funds at all times.
7. Tricom has been used as a receiver, as experts in court, as seminar and speaking leaders, and as advisors to departments of real estate. Tricom has created documents for the timeshare industry on a national and international basis, introduced legislation, and has been a member of ARDA for over 30 years.
8. Professional management serves an association far better than a self-managed resort. Tricom's professionally managed resorts significantly benefit from economies of scale where association dues are at or below the national average, collections and foreclosures are closely monitored so delinquencies are less than 3%, and sales/rentals are more financially productive.
9. Assessment and billing collections provided by highly skilled Tricom team members. All Tricom managed resorts operate at less than 3% delinquency. If your resort is at 10% or above for delinquencies, be concerned.
10. Employee satisfaction and retention. Tricom employees' retention averages 85% (even with entry level positions such as housekeepers). Most management companies average less than 50%. Tricom's historical record reflects the positive environment and employee satisfaction levels at the company, which enhances the resorts' overall operations. A majority of Tricom's employees have worked with the company for 20+ yrs. and are extremely knowledgeable about the timeshare industry and resort management.

# TRICOM

## MANAGEMENT

### PROFESSIONAL RESORT MANAGEMENT

— EST. 1979 —

11. Additional revenue opportunities provided by Tricom and Platinum Interchange (affiliated exchange and rental co.). Tricom provides additional revenue generators through Platinum Interchange and strategic alliances with worldwide, reputable third parties. Platinum Interchange and our global distribution strategic alliance partners produce positive, financially effective results which mitigates the overhead burden for associations. Unlike many other timeshare management companies, Tricom offers Platinum Interchange for worldwide vacation exchanges to 1200+ resorts; and Tricom Realty Services, state licensed real estate company, for owner rentals and foreclosure administration.
12. Tricom utilizes state of the art technology, reservation systems and other proprietary software that has been customized for timeshare resorts. Through Tricom University, the dedicated Tricom and Platinum Interchange teams train each new employee on all of the necessary systems. Throughout employment, guest services team members receive refresher training courses and have the opportunity to become certified resulting in a higher pay scale.
13. The Tricom team, from corporate to the resort level, is extremely proactive and work hand-in-hand with associations. The entire Tricom team is personally involved in all aspects of resort operations.
14. Tricom's affiliated company, Tricom Realty Services, assists owners with sales, resales and owner rentals.
15. Tricom purchases for multiple resorts and along with our affiliated organization, Vacation Village Resorts, we have purchasing power and leverage. Tricom partners with our vendors to pass on the savings to the associations. Quality is not compromised and because of our bulk purchasing power significant savings on supplies, materials, housewares, etc. benefit each Tricom association (big or small).
16. Timely distribution of detailed monthly accounting statements (balance sheets, cash projections, P&L statements), reserve study reports and projections, and preparation of the annual Budget.
17. Tricom delivers a full array of services in-house without outsourcing, which allows cost control, quality assurance and personal attention.
18. Tricom has over 400 years combined hospitality experience. All Tricom managed resorts strive for world class hospitality and treating our owners and guests like family. The Tricom team considers the resorts as the owners "home away from home," and we want to create memorable experiences for each owner. Each Tricom guest services team member is professionally trained by Tricom University and Platinum Interchange. Training includes hospitality and service, reservations, exchanges, rentals, use time and bonus time policies, resort operations and more.
19. Tricom is committed to the future success of each association it manages. Tricom routinely performs: a valuation of assets (i.e. intervals, extraneous buildings), comprehensive reserve account reports, delinquency rates and aged accounts receivable reports, independent audits, review of state regulations and board compliance, an analysis of insurance for association owned assets and more, detailed yield management reports for rental revenues and projections with historical data to support future marketing endeavors, and contract review of vendors for association cost savings.
20. All Tricom resorts share best business practices and regularly participate in group forums to ensure smooth operations, quality of products, brainstorming on workable solutions from maintenance to housekeeping issues, and more.