



*Your vacation property
just got a lot more valuable!*

FractionalExchange.com

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Simple to use.
No complicated deposits.
No points.
No per-exchange fees.

FractionalExchange.com is an online global owner-to-owner exchange network for owners of upscale vacation homes and fractional properties.

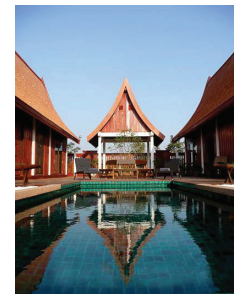
Simple to use, friendly, and very affordable. No complicated deposit systems, no points and no per-exchange fees.

FractionalExchange.com® was designed to offer the convenience of the internet to the vacation property owner. It's a great solution to managing internal exchange requests and at the same time, open doors worldwide.

FractionalExchange.com offers a convenient and easy solution for exchange, both internal (within resort) and external (exchanging to other resorts and/or locales).

FractionalExchange.com offers an affordable and efficient solution for exchange.





With
FractionalExchange.com,
Your Vacation Property Just
Got a Lot More Valuable
(and Easier to Sell)...

- Simple solution for internal exchange of weeks between fractional owners
- Exchange weeks or use to arrange an additional unit
- FractionalExchange.com adds excitement to any upscale vacation property
- FractionalExchange.com adds value to your property through exchange network affiliation
- Increased online exposure for your property (enhanced exclusive webpage at FractionalExchange.com)
- Default photos (that you provide) and listing templates ensure your property is properly represented by members at FractionalExchange.com
- “Push” technology: rather than having to log into a website to view activity, FractionalExchange.com members are emailed exchange offers and can respond directly (without having to log into the website). Benefit: members know of available exchange proposals minutes after they are initiated by another member.
- Increased resale value; easier to resell your fractional

Simple to understand: You use my place, I'll use yours.

**You're in
Good Company...**

Owners at your development join a network of other owners eager to exchange use. Resort properties, standalone homes, standalone fractional and even yachts are available.

For a current list of resorts with member listings at FractionalExchange.com, click [here](#).

Vail Mountain Lodge and Spa, Vail, Colorado

We've looked for five years or more for a way for our owners to interact with other owners and trade vacation time. This is really the first opportunity we have found to work with a first-class organization in a very user-friendly manner.

—Frank Johnson, General Manager of Vail Mountain Lodge and Spa

Vail Mountain Lodge and Spa is located on the banks of Gore Creek in Vail Village. With 62 owners, this sold-out luxury fractional lodge searched for a solution to the internal and external exchange needs of its owners.

Vail Mountain Lodge took advantage of the custom-designed email invitation system to integrate owners to FractionalExchange.com. By supplying owner name, email address and type of unit owned, invitations to accept FractionalExchange.com membership were sent to all Vail Mountain Lodge owners via email, with automated tickler follow-ups. Initiating membership at FractionalExchange.com was a simple procedure.

Under a negotiated agreement with the HOA (providing a substantially discounted rate per member—with no per-exchange fees), FractionalExchange.com solved internal exchange needs and opened the world of exchange to the membership.

Press release: [click here](#)

**You're Still in
Good Company...**

Austria Haus, Vail, Colorado

We have been looking for the right exchange program for quite some time, and FractionalExchange.com appears it will fit our needs perfectly. The wide variety of properties to exchange within the program combined with its ease of use make it very appealing to The Club and our members. The fact that the person who developed this program is a fractional owner makes us confident that this is a workable solution. We like the fact that there are no hidden fees; it is very straightforward in all aspects.

—Laura Warren, General Manager, Austria Haus Club

Austria Haus is a luxury fractional resort located on the banks of Gore Creek in Vail Village. With 162 fractional owners, administration of internal exchanges (necessitated due to the rotation schedule) required almost a full-time administrative position (with associated expenses paid by the HOA). Despite reviewing several exchange options prior to selecting

FractionalExchange.com, Austria Haus resort had never affiliated with any exchange company. The management of Austria Haus and the HOA selected FractionalExchange.com due to the affordable cost and simple-to-use nature of the FractionalExchange.com website. Reduced staff time, cost and owner satisfaction were key determinants in Austria Haus selecting FractionalExchange.com.

Similar to Vail Mountain Lodge, the custom-designed email invitation system was used to integrate owners to FractionalExchange.com, where they easily accepted membership and created their listings.

Press release: [click here](#)

**You're in
Italy Also...**

Appassionata, Le Marche, Italy

Appassionata is delighted to have joined forces with FractionalExchange.com. We have been researching the exchange options available for the last couple of years and have decided that FractionalExchange.com provides the best solution for our boutique fractional business. Appassionata owners now have the wonderful opportunity to exchange residency weeks with similar luxury properties around the world. This is a fantastic additional benefit and choice for Appassionata owners.

—Michael Hobbs, co-founder of Appassionata Ltd.

Appassionata consists of a “boutique” fractional development in the countryside of Italy, overlooking the Adriatic Sea near the hilltop village of Montefiore dell’Aso. The first holding to be fractionalized and sold in the renovated estate property was Estate Giacomo Leopardi, a romantic restored farmhouse.

As a boutique fractional development, Appassionata welcomed the reasonable costs associated with FractionalExchange.com affiliation.

Press release: [click here](#)

How Does Costa Rica Sound to You?

Reve Orange, Costa Rica

Reve Orange is proud to join the FractionalExchange.com network, providing our owners with the added resource of a dynamic and easy-to-use database that offers the selective option to stay at the best fractional ownership developments in the world. Reve Orange is honored to be integrated as an official member, and pleased that our members will enjoy yet another amenity which to date is not offered by any other Costa Rica or Latin American development.

—Moe Montana, Sales and Marketing Director

Reve Orange boosted presales by affiliating with FractionalExchange.com prior to opening. Early buyers at Reve Orange were able to immediately begin using their ownership by exchanging future time at Reve Orange with other members at FractionalExchange.com.

Reve Orange benefited from added exposure at FractionalExchange.com, including press releases and newsletter mentions to the membership. Incoming exchange visitors represented qualified and knowledgeable leads for Reve Orange (already familiar with vacation ownership); in addition, Reve Orange gained valuable marketing exposure through word-of-mouth and internet social networking from visitors.

Press release: [click here](#)

**How
FractionalExchange.com
Helps You Succeed...**

- FractionalExchange.com saves staff time (and money) by offering an immediate solution to time-consuming internal exchange
- FractionalExchange.com affiliation offers excellent external exchange possibilities
- Increased property value
- For resorts benefiting from external sales, incoming exchange guests are qualified and knowledgeable vacation property owners who typically spend more on ancillary items (food/beverage, activities).

It worked! Would you believe I had an exchange within two hours of my request? Your website is not only easy to navigate, but extremely effective.

—Trent B., Member FractionalExchange.com

FractionalExchange.com:
We're in the
Putting-People-Together
Business™...

When we say *simple and easy to use*, we mean it.

- There are no points or deposits to confuse your owners.
- There are no deadlines or expirations.
- There are no per-exchange fees.

FractionalExchange.com consists of a proprietary messaging system, allowing members to propose exchanges with other members. We offer the best that the internet has to offer: specialized Web 2.0 social networking. It's what your buyers want.

With other deposit-based exchange systems, members typically deposit the off-season weeks that are unused in an attempt to build points. As a result, members desiring exchange are presented with a poor selection to choose from. This results in frustration for owners and ultimately, owner dissatisfaction. In addition, deposit based systems offer no solution for internal (intra-resort) exchanging of fractional rotations, leaving your management to administer internal exchange through systems they must design and manage.

With FractionalExchange.com, members propose exchanges to other members. A dialogue is initiated between the members, resulting in a much higher rate of exchange success—and owner satisfaction.

For management, FractionalExchange.com means less time spent arranging internal exchanges. With members able to contact other members in a managed manner, management (and ultimately the Homeowners Association) saves time and money. FractionalExchange.com offers an immediate internet-based solution for internal exchanging.

As a bonus for those members with more than one vacation property, FractionalExchange.com allows members to list additional properties for no additional charge.

What Types of Properties Qualify for Inclusion at FractionalExchange.com?

All properties must be upscale and have an element of “acceptability for exchange.”

Timeshare properties are not allowed.

FractionalExchange.com offers a diverse selection of properties, from fractional shares to stand-alone wholly-owned homes. We even throw in specialties, such as an Alaskan fishing lodge and yachts. We’re continuously expanding our network of members and their properties, adding great opportunities.

Each listing at FractionalExchange.com is individually screened by our staff to meet a minimum standard of “acceptability for exchange.”

How FractionalExchange.com Works

From the start, FractionalExchange.com has been guided by a simple design concept: *It should take less than sixty seconds to describe our business and how the website works.*

FractionalExchange.com consists of a network of members, each offering their vacation home to other members for exchange. We simply provide the means for our members to contact each other and propose exchanges:

Here’s my place. We’d like to use your place sometime in August.

Our place is available in August and October. What do you think of an exchange? Let me know.

There are no complicated points systems, deposits, or per-exchange fees. Can it get any simpler?

Okay, our sixty seconds is up. How’d we do?

Affiliation Options

Homeowners Association Affiliation with FractionalExchange.com is affordable and a very cost effective solution.

There are three options for owner membership at FractionalExchange.com:

1. “Retail” sign-up through the website. \$250/year.

Member creates their own listing. Owner participation is perhaps 10%.

2. Referral from resort management. \$250/year or negotiated. Free trial period, negotiated. Resort participates in establishment of default listing templates, including default images. Resort distributes referral link, aiding member signup. Owner participation is perhaps 25%.

3. Homeowners Association Affiliation.

HOA pays annual fee (deeply discounted rate, based on each HOA member)

FractionalExchange.com in many cases is less expensive than the management labor expended on internal exchange

Free trial period, negotiated

Automatically renewing annual contract

Default listing templates

Default listing images

Proprietary invitation system; owners are emailed by FractionalExchange.com and accept or decline membership

Owner participation is up to 95%, resulting in a successful internal exchange system

FractionalExchange.com membership is included in ownership, aiding resale and increasing value

Affiliation Options
Continued

At FractionalExchange.com, there are no per-exchange fees. As an added bonus, members with more than one vacation property are invited to list their additional properties (subject to acceptance)—at no additional charge.

Affiliation gains marketing exposure for your property via the FractionalExchange.com website through a custom-designed web page specifically for your property. In addition, we'll establish default listing templates (wording and images) that your owners may use when establishing their exchange listing at FractionalExchange.com, helping to assure that your resort and vision are represented in the best possible way on the internet.

HOA participation includes our proprietary email invitation system for owners. By supplying the name and contact information of owners, along with the type of unit they own (optional), email invitations (including follow-up reminders) are handled by our automated invitation and enrollment system.

For specific information regarding affiliation, please contact us and we'll be pleased to provide a custom solution quotation.

Get Involved...

At the request of resorts desiring to assist their owners with exchange, we've programmed a "Concierge" listing type. The Concierge listing will appear first in those exchange listings tied to your property and gives members the ability to propose an exchange directly to your management team. This function allows management to monitor or participate in exchange requests to assist owners.

Call Us Today...

FractionalExchange.com was designed specifically to provide a unique exchange solution for the resort property owner. We'd love to be a part of your vision, provide a solution and ultimately, contribute to your success.

We'd enjoy the opportunity to discuss your specific needs directly. Contact us today at:

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