



*Your fractional development  
just got a lot more valuable  
(and easier to sell)!*

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.

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

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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 for your buyer and at the same time, open doors worldwide.

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Position your development for success. FractionalExchange.com is a value added tool that will increase the value of your offering and will give your sales staff the ability to increase sales.

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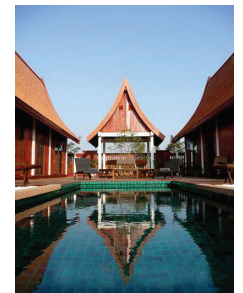
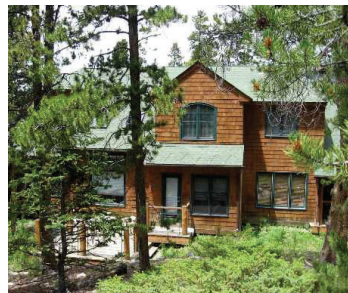
FractionalExchange.com offers an affordable and efficient solution for exchange, for both the fractional property developer and the buyers of fractional properties.

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*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





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

- FractionalExchange.com adds excitement to your sales presentation
- FractionalExchange.com adds value to your property
- Excellent objection handler
- Increased online exposure for your property (enhanced exclusive web page at FractionalExchange.com)
- Increased online exposure for your property (featured resort banner at FractionalExchange.com)
- Collateral materials, co-branded (optional)
- Pre-sale 'use' of the property, prior to completion, through use of exchange
- Valuable lead generation—qualified and knowledgeable feet-in-the-door
- Valuable word-of-mouth marketing from your exchange guests
- FractionalExchange.com provides an immediate internet-based internal and external exchange solution for your owners
- Default photos (that you provide) and listing templates ensure your property is properly represented by members at FractionalExchange.com

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

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**FractionalExchange.com  
Overcomes Common  
Buyer Objections...**

Often, the objection to purchase involves one party of the husband/wife purchasing partnership expressing the concern of *I'm just not sure I want to spend all our vacations here.*

With the exchange possibilities presented by FractionalExchange.com, this objection is easily handled: *Did you know that by owning here, you have the ability to use your ownership to exchange worldwide?*

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**By the Way...**

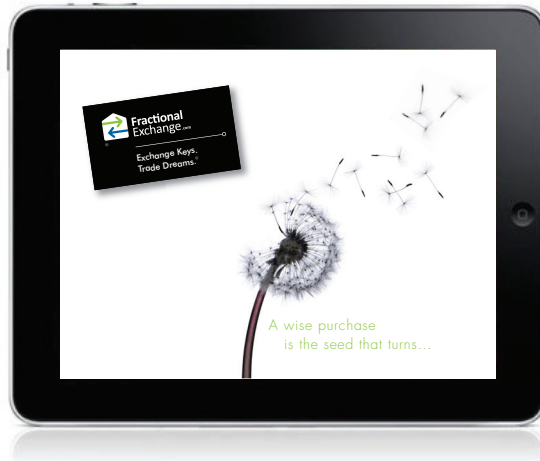
The Deer Valley Club was the first private residence club of its kind and is what other fractional residence clubs have patterned themselves after. Having the experience of almost twenty years of operation and exchange experience, the management of the Deer Valley Club recognized the value that FractionalExchange.com could bring to their owners and selected FractionalExchange.com for their exchange requirements. By minimizing the staff time required to arrange internal exchanges, administration expenses were reduced. Owners appreciated the simplicity of direct contact with other owners and at the same time, the expanded options of worldwide exchange possibilities.

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**Further...**

Issues regarding fractional rotation (fractional scheduling) and/or the ability to use more than one unit at a time are countered with FractionalExchange.com. FractionalExchange.com allows your purchaser the ability to solve use issues and/or arrange additional dwelling units for simultaneous use.

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Could Your Sales  
Presentation Use  
Some Added  
*PiZzAzZ* ?

FractionalExchange.com and Apple's iPad add excitement and grab the attention of your buyer. Forget the dog-eared coffee table book that's heavy, awkward and always out-of-date. Place Apple's spectacular iPad in the hands of your buyer and let them scroll through the incredible options exchange has to offer.

Affiliated resort sales offices may easily incorporate digital presentations visually explaining FractionalExchange.com into their sales presentations. Using Apple's iPad as a display device, your sales team is able to present a dynamic presentation explaining the benefits of FractionalExchange.com in the hands of your buyer. Our presentation is stunning, real-time and best of all, grabs the interest of your buyer through the interactive nature of the presentation. As a bonus—and something a coffee table book just can't provide—buyers may view the presentation later on the internet-enabled device of their choosing, as a “takeaway” of the sales presentation.

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Take a look at our video showing the iPad in use: [click here](#)

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

Your potential owners join a network of other owners eager to exchange use. Resort properties, standalone homes, standalone fractional and even yachts are available.

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

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**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

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](http://FractionalExchange.com). By supplying owner name, email address and type of unit owned, invitations to accept [FractionalExchange.com](http://FractionalExchange.com) membership were sent to all Vail Mountain Lodge owners via email, with automated tickler follow-ups. Initiating membership at [FractionalExchange.com](http://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](http://FractionalExchange.com) solved internal exchange needs and opened the world of exchange to the membership.

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Press release: [click here](#)

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**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.

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Press release: [click here](#)

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**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.

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Press release: [click here](#)

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## 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.

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Press release: [click here](#)

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Through the Donate-a-Dream™ program of FractionalExchange.com, charitable organization Healing Reins raised cash by auctioning fractional developer weeks to a nationwide audience of people interested in visiting unique properties. In lieu of affiliation fees, selected developers opt to provide developer weeks (use of their property) to FractionalExchange.com. Through the web charity auction CharityBuzz.com, weeks paid to FractionalExchange.com (in lieu of affiliation fees) were introduced by Healing Reins to an upscale clientele worldwide and sold to the highest bidder. Resort developers received valuable marketing exposure and qualified feet-in-the-door leads, while Healing Reins benefited in their quest raising funds to provide equestrian-related healing for children.

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

Incorporating FractionalExchange.com into your sales and marketing adds value to your property and excitement to your sales presentation.

- FractionalExchange.com enables your sales staff with a potent method of overcoming common buyer objections.
  - FractionalExchange.com provides valuable leads at your doorstep and gains added exposure for your property.
  - FractionalExchange.com enables your buyer to envision the excitement of using their ownership at your property to open doors worldwide.
  - Incoming exchange guests are qualified and knowledgeable vacation property owners who typically spend more on ancillary items (food/beverage, activities).
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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, a poor selection of exchange options exist. This results in frustration for owners and ultimately, an issue for you.

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 the resort management, FractionalExchange.com means less time spent arranging internal exchanges. With members able to contact other members in a managed manner, resort management saves time and money. FractionalExchange.com offers you 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.

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**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 for your buyer.

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

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**Cost of Membership  
for the Vacation  
Property Owner...**

For your owners, annual membership carries a list price of \$250 per year, per member. However, substantial discounts are available for owners at affiliated resorts and homeowner associations. For specific information, please contact us and we’ll be pleased to provide a custom quotation.

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.

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## Affiliation Options for the Resort Developer

Affiliation with FractionalExchange.com is affordable. Affiliation allows integration of FractionalExchange.com into your sales and marketing programs, resulting in increased sales.

Affiliation gains marketing exposure for your property via the FractionalExchange.com website through a custom-designed web page for your property, featured-resort banner advertising and in the future, ability to list individual fractions for sale. We'll also establish default listing templates (wording and images) that your owners may use when establishing their exchange listing at FractionalExchange.com, assuring that your vision is represented in the best possible way.

Affiliation fees (at the option of FractionalExchange.com) may be waived in exchange for use of your property: developer weeks. In a win-win-win situation, in most cases developer weeks are converted to valuable leads—meeting your marketing demographic—arriving at your property.

For maximum benefit, FractionalExchange.com encourages HOA participation, with enrollment for all owners provided by the HOA. HOA participation ensures that owners are enrolled at FractionalExchange.com, resulting in easier internal exchanges (and large savings of administrative expenses for the HOA), global exchange options for members and greatly reduced costs for owners. FractionalExchange.com gives you an immediate internet-based solution for the internal exchange requirements of your owners.

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 enrollment system.

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

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### 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 you to monitor or participate in exchange requests—either to assist your owners or as a possible lead generation mechanism.

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### Call us Today...

FractionalExchange.com was designed specifically to provide a unique exchange solution for the resort developer. 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 to discover how adding an exchange solution to your vision can be simple, affordable and successful.

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