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VRI Americas (VRI) and Trading Places International provide resort and homeowners' association management and exchange services to the shared ownership industry. With decades of experience, the team is known for its for cost-effective approach, broad-industry expertise, and service-oriented culture.

By working closely with general managers and boards at managed properties, resort operations specialists ensure that clients receive attentive, thoughtful counseling on best practices and customized management programs. At more than 140 managed resort and club locations in North America, the team's innovative approaches are tailored to maximize financial health and owner satisfaction.

A comprehensive menu of programs and services is offered to vacation ownership resorts, including:

- **Operations Management** – Extensive policies and procedures ensure proper budgeting and monitoring of operational performances. In addition to recommending proven best practices, staff help create new procedures to optimize owner and guest experiences and provide advice to the boards of directors about how to enhance an independent resort's unique characteristics and ownership benefits.
- **Financial Services** – Internal controls, detailed monthly financial reporting, and independent audits are part of a multi-step process that meets Common Interest Realty Association (CIRA) guidelines and helps safeguard the security of financial transactions. Reliable bookkeeping procedures, budgeting (including reserve studies), and comprehensive financial reporting assist in ensuring fiscal responsibility, and provide boards with the information necessary to anticipate funding requirements and properly plan for the future. Staff can also provide developers and associations with introductions to financial sources for end-loan and interim financing on the sale of vacation intervals.
- **Secondary Market** – Active involvement in finding resale solutions to help facilitate the sale of inventory owned by associations includes low-key on-site operations, off-site internet-based efforts, and/or programs designed to move large blocks of weeks efficiently.

- **Sales and Marketing Support** – For resorts still in active sales and marketing, the team collaborates with developers, as well as sales and marketing companies, to solidify sales and minimize rescissions.
- **Rentals and Reservations** – A robust international rental program helps to maximize the monetization of association-owned and delinquent space and offset delinquent or unpaid maintenance fees, as well as assist owners who select rental as an alternate use. Relationships with online travel agents (OTAs) and online booking services, professionally produced dedicated webpages, regional brochures, and extensive use of social media, also contribute to a positive return for client associations and their owners.
- **Added Perks = Added Value** – Value-added benefits are offered to enhance ownership, giving more vacation options to resort owners and members. These include the benefit of internal exchange powered by Trading Places®, as well as Last-Minute Getaways (deeply discounted stays at VRI resorts within a 15-day Vacation Tyme® window), Resorts-to-Ports® cruise options, and VIP discounts averaging 25 percent off established resort rack rates on owner rental reservations at many managed resorts.
- **Best-In-Class Vendors** – Strong, reliable relationships with many best-in-class vendors assist clients in procuring quality resort supplies, products, and services, with leveraged buying power and savings that positively impact the bottom line.

About VRI Americas and Trading Places International

Headquartered in Lake Forest, California, VRI Americas (VRI) and Trading Places International (TPI), respectively, have decades of experience in providing extensive resort and homeowners' association management, and vacation exchange and other leisure services to the shared ownership industry. These pioneering sister companies serve more than 200,000 members at over 140 resort and club locations throughout the mainland United States, Hawaii, and Mexico.

