**Sample Pitch Letter to TV or Print Assignment Editors**

*Insert your own information where needed.*

Date

Contact’s Name : (If possible, find out the name of the assignment editor or real estate editor for your local media. It is always best to address the pitch letter to a specific person rather than sending it blindly to “assignment editor.”)

Contact’s Title

Dear Contact

One of the biggest scams to hit American consumers in recent years is on a tear and it’s taking a big financial toll on some of your viewers. This is a great story for your consumer advocate reporter to pursue.

Timeshare “exit scams” are taking millions of dollars away from unsuspecting consumers. When a once treasured vacation timeshare becomes an unwanted liability, it opens the door for rip-off artists. You have probably seen the print ads, received emails and unsolicited phone calls, heard the radio spots, and may have even seen TV spots touting the services of a timeshare exit expert.

Most of these are scams and they are preying on a key demographic among your viewers, senior citizens. In many cases these scams are also impacting their children.

Proof that this has become a financial crime epidemic can be found in the February 2020 *Consumer Report* issue which documents the many different type of timeshare exit scams.

In response, the Association of Real Estate License Law Officials (ARELLO®) and the American Resort Development Association (ARDA) have teamed up to provide this press kit to help you share the story of timeshare exit scams and offer ways to inform your viewers of the easy and inexpensive way to exit a timeshare. The exit scammers are collecting many thousands of dollars for false promises, when in fact most timeshare owners can get out of their resort commitment by contacting their resort manager and paying a small paperwork fee.

To help you tell the real story about timeshare exits, we have prepared the following material for your use:

* Interviews with real timeshare owners and exit scam victims
* Interviews with regulatory, industry and consumer advocate leaders

Supplemental material for your digital side, including a 12-minute consumer alert video by Gary Isom, consumer advocate and former executive director of the Arkansas Real Estate Commission and a quick guide to responsibly exiting timeshares

We further encourage you to request a live guest interview with *local real estate licensing officials (could be someone from the state real estate commission or licensing board), representatives from the attorney general’s office, or other consumer protection advocates).*

**Include contact info with signature.**