**Timeshare Press Kit – Video and Sound on Tape Comments**

**Contents:**

1. Ladean Diercoff’s story – Ms. Diercoff is a timeshare owner who was almost scammed.
2. Sherrie Mays’s story – Ms. Mays is a timeshare owner who was scammed out of $11,000.
3. Sound bites from real estate regulators, real estate industry spokespersons, and a consumer advocate.
4. Related campaign graphics.

**Victims:** See attached scripts for voice-over and sound bite transcript.

**Regulators:**

Nick Rhoad, CEO of the Association of Real Estate License Law Officials (ARELLO®)

SOT #1 – First step to exit is to contact your timeshare operator.

“Exiting a timeshare is ok, but the first thing that a consumer should do is they should pick up the phone and call the operator of their timeshare rather than responding to an ad on the radio by an anonymous person for whom they’ve never met.”

SOT #2 –Don’t let a timeshare scam damage your credit and finances.

“Making a bad decision – getting caught up in a timeshare exit scam can cause years of financial difficulty for them. It can last on their credit report for an inordinate amount of time and there are some consumers who may never recover from the financial damage from being scammed on their exit strategy.”

Jason Gamel, President and CEO of the American Resort Development Association (ARDA)

SOT -# 1 -Warning signs of an exit scam (Timeshare Video 2 and Timeshare VNR Reel)

“I would say that if anyone's asking for upfront fees, that's exactly where a consumer should start getting nervous. If they're contacted by a group or they hear an advertisement on the radio and people want to take their money upfront to provide a service that the majority of our developers do for free, I would be very much skeptical if I was that consumer by paying a dime.”

SOT # 2 - Bad advice can damage your credit rating (Timeshare Video 2)

“There's often times counseling that takes place that one should stop paying their maintenance fees or perhaps their mortgage. If they do this, it will almost certainly hurt their credit. And, once your credit is damaged this way, it can take years for a consumer to be able to bounce back.”

Gary Isom, consumer advocate and former executive director of the Arkansas Real Estate Commission

SOT #1 Elderly are often most vulnerable. (Timeshare Video 2 and Timeshare VNR Reel)

“Sometimes the elderly timeshare owner- the senior timeshare owner will get taken advantage of and they won't tell anyone. They won't tell their children because they don't want their children to know that they got scammed. They won't report it because they don't...they are embarrassed and they don't want people to know.“

SOT #2 Sophisticated Approach (Timeshare VNR Reel)

“They love to push a lot of paper. There will be promotional items in there; they will have things where they have to initial 25 times; they will have contracts for them to sign. And they're going to have a multiple collection of documents and this does a couple of things. It makes them look more serious. The more paper, you have… if they just sat down and they pushed out two or the three pages, it wouldn't look near as formal and legitimate as it does when they push a bunch of papers out. And it just also serves to confuse…it also serves to confuse the customer when you have all that much paper because they get overwhelmed.”

SOT #3 Be Skeptical (Timeshare Video 2 and Timeshare VNR Reel)

“The first thing I would say is, be skeptical of any telephone call you get, any mailer you get, any invitation to dinner. Just don't take it. And if you do find yourself in a situation where you're in a presentation, if they offer you services and they want you to pay thousands of dollars up front, don't do it. Don't do it. Because that's a sign you have encountered a scam.”

###