**Timeshare Short Script – LaDean’s Story (Timeshare VNR Reel)**

Reporter/Editor notes – Soundbites and B-roll

This script has already been edited.

Studio Intro: (By Anchor)

Close to 10 million American families own a timeshare vacation property. They can be at the beach or a ski resort or at a resort destination. But there comes a time for many when it’s time to exit their vacation dream and that’s when consumers should be aware of timeshare exit scams:

Package:

SOT: LaDean – *“It only took 4 hours to get there.* *We could go and spend three or four days, and it was just the perfect amount of time. And we had a totally positive experience with our timeshare. And we loved Branson, we loved our timeshare there.”*

**LaDean Diercoff and her husband had a timeshare in Branson and loved it on every visit. But after she suddenly lost her husband….it was no longer for her:**

SOT – But after my husband died, I decided that *I didn’t want to travel anymore. I didn’t want to go back to where we had made so many memories.*

**It didn’t take long after LaDean’s husband died that she began getting invitations from so-called experts at getting out of a timeshare:**

*SOT - “Their entire approach was negative about timeshares. They just scared you to death that if you were going to keep yours, then your dues are going to keep going up.”*

**LaDean walked out of the first pitch when they asked for $9,000. But, another sales pitch over a long dinner almost got her for $10,000. Then she hesitated – and later learned her timeshare property manager could transfer her ownership for just a few hundred dollars:**

SOT - “ LaDean – “*The bottom line is, it makes no sense to pay someone $9,000 to terminate your ownership in a timeshare if you can talk to the timeshare owners and do the process yourself, which is what I did. And it only costs $450 instead of $9,000. It only costs $450 to get the legal paperwork done. That’s the bottom line.”*

**Anchor TAG:**

**So, what do you do if you want to exit a timeshare? Industry and consumer experts say:**

**Step 1 - Never pay a large upfront fee to someone who says they can help you exit a timeshare. Big fees equal scams.**

**Step 2 - Always start with your timeshare resort operator who can often help you exit for a very small fee.**

**Step 3 – Ask an exit advisor if they have a real estate license. Most don’t and can’t legally transfer property without it. If in doubt, contact your local real estate regulators for help in identifying legitimate timeshare exit agents.**

For more – Go to Station Website or ResponsibleExit.com