**Timeshare Short Story – Sherrie’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: Sherrie Mays

SOT – Sherrie – *“The first timeshare experience was in Orlando, Florida. The first couple of years we had it, it was great. The maintenance fees weren’t high, they averaged maybe 100 to 200 bucks, and it was real good and then the kids got grown…”*

**As the kids got older. Sherrie Mays and her husband George decided their Florida timeshare was no longer for them. But when they looked for an exit and attended a seminar, they got a surprise estimate:**

SOT – *“$11,000, and I know you’re saying, ‘Oh no, I wouldn’t fall for that.’ Oh yes you would if you wanted to get rid of something that you had been, paying for, for three years, you want to get rid of it.”*

**The Mays paid the big fee, even putting some of it on credit cards, but then nothing happened:**

SOT – “ *I knew it was a scam when I started calling and couldn’t get anybody. I was like we’ve been had. And then it started bothering me because the people who were there were a lot older than we were. And I kept saying all those people got scammed? That’s not right. And I kept thinking what can I do?”*

**Sherrie fought back after enlisting the help of Arkansas Real Estate Commission. And now she wants to warn others to beware of the slick and sincere exit scam pitches:**

SOT *- “Beware, everybody that owns a timeshare is at risk, and they will take advantage of you.”*

**Anchor TAG:**

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

**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 and ask for help in identifying legitimate timeshare exit agents.**

For more – Go to Station Website or ResponsibleExit.com