

April 15, 2008

# 1st Quarter Statistical Synopsis 2008

## Sell My Timeshare NOW

Sell My Timeshare NOW is a recognized industry leader in the advertising and marketing of timeshare resales and timeshare rentals. The company, founded less than five years ago, by Jason Tremblay and Mark Eldridge, has experienced rapid growth in both the number of offers presented for the sale or rental of timeshares, and the amount of those offers. Additionally, Sell My Timeshare NOW continues to increase the depth and breadth of services it offers to timeshare buyers, timeshare sellers, and timeshare renters.

For Sell My Timeshare NOW, 2007 saw the development of **Rental Assist**, a company service that makes it easier and more convenient for consumers to rent timeshare or for timeshare owners to use their timeshare as rental property. First quarter 2008, has shown impressive increases in this program, a trend that the company anticipates will continue during 2008 and into the future.

Sell My Timeshare NOW is in both a growth and development mode that is evidenced by the company establishing new divisions, hiring management employees into newly created positions, and across the board, expanding the types of services offered.



**Sell My Timeshare** NOW.com



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### 2008...

The year of new faces,  
new services, and  
new opportunities at  
Sell My Timeshare NOW.

## Telling Our Story

Sell My Timeshare NOW works proactively to build an established presence in today's media. To this end, 2007 brought the hiring of Steve Luba, as the company's first *Director of Communications*.

Luba, and his team, are devoted to forging relationships with: (1) local, national, and global media representatives, (2) timeshare and resort development associations, and (3) lawmakers who deal with legislation that directly effects the timeshare sales and resales industries as well as internet based businesses.

*"We believe we offer services and fill needs that are important for timeshare owners, for people who wish to buy or rent timeshare, and for the timeshare industry as a whole. We take seriously our responsibility to build Sell My Timeshare NOW's visibility in the media, and to communicate our message to the public. We want to be recognized worldwide for our innovation, our service, and our commitment."*



*The Business NH Magazine looked at the thriving business environment at Sell My Timeshare NOW*

## New Faces – 2008

The new year has brought new faces to Sell MY Timeshare NOW. Our growing needs led to the creation and staffing of new positions in our company's management team.

Sylvio Theriault has joined Sell My Timeshare NOW as **Senior Financial Analyst**. Carla Nicolay is the company's new **Human Resources Director**. Other positions are being filled regularly, including new leadership in the company's affiliate divisions.



## Statistical Synopsis for First Quarter 2008 Sell My Timeshare NOW

The number of offers to buy or rent timeshare, received by Sell My Timeshare NOW during the first quarter of 2008, saw an increase of 22 percent quarter-over-quarter from 2007. The dollar amount of the offers also increased by 3 percent for the same period, to over \$90 million for the quarter. This indicates that lower priced timeshares (because of location, size, or other factors) potentially may be attracting greater activity at this time than larger timeshare units or timeshares that for other reasons demand higher sales prices.

*"Sellers should be realistic about their expectations. Depending on the type of timeshare they own, location, season, etc., a sale could take several months to develop. The timeshare must be priced competitively to offer the best opportunity for a sale, with timeshares often selling 30 - 40 percent below the original sale price."*

**Jason Tremblay, CEO**

Another interesting factor affecting the ratio of the number of offers to buy or rent timeshare to the dollar amount of offers, may simply be the upsurge in interest in timeshare rentals, which are included in the overall analysis.

Offers to rent timeshares advertised and marketed by Sell My Timeshare NOW rose a significant 141 percent quarter-over-quarter from 2007 to 2008. The dollar amount of the first quarter offers presented to rent timeshare increased by 102 percent over the same quarter in 2007.

Total revenue for Sell My Timeshare NOW rose 25 percent quarter-over-quarter during this period. Website traffic saw an increase of 13 percent to nearly 7.4 million visitors, from the first quarter 2007 to the first quarter 2008. This includes 1,246,122 unique visitors during the first quarter of 2008.



**Sell My Timeshare NOW.com**

### 1st Q 2008

**25 percent increase** in revenue, first quarter 2008 over same quarter 2007.

**22 percent increase** in offers to buy or rent timeshares quarter-over-quarter.

**27,820** offers to buy or rent timeshares during the first quarter.

**\$90,611,955** in offers presented for timeshare resales and timeshare rentals during the first quarter.

**14,231** offers to rent timeshares during the first quarter.

**141 percent increase** in offers to rent timeshares quarter-over-quarter.

**\$15,489,733** in offers presented for timeshare rentals during the first quarter.



CEO Jason Tremblay at the 2008 ARDA Convention and Exposition, held in Las Vegas, Nevada.

## Jason Tremblay, CEO, Speaks at 2008 ARDA Convention & Expo

Jason Tremblay was one of four internet marketing experts addressing issues of search engine marketing, search engine optimization, social media optimization, and other timely strategies for reaching and serving clients via the internet at the 2008 American Resort Development Association Convention & Exposition.

The ARDA convention involves professionals from every aspect of the timeshare and resort development industry, including resort operations, development, management, and marketing.

As the Sell My Timeshare NOW CEO explains, "Our company uses cutting-edge internet optimization techniques to attract more than 1.7 million visitors per month to our website. Last year alone, more than \$274 million in offers to buy timeshare or rent timeshare were presented to timeshare owners because of our techniques in using the internet to reach timeshare sellers, renters, and buyers. In business today the critical "X" factor is knowing how to reach and service a global marketplace as effectively as if you were assisting these customers face-to-face in your neighborhood store."

Joining Tremblay in the presentation titled, "**SEM, SEO, SMO & SOS! A Website Traffic Rescue,**" were Paul Savage of Savage Direct Marketing, Marc Saxe of Resort Opportunities, and Greg Anton of Avitech.

This document contains forward-thinking projections based on best information available to company management at the time of publication. Founder and CEO, Jason Tremblay, is available for interview at: **603-516-0649**, or you may schedule an interview by contacting: [steveluba@sellmytimesharenow.com](mailto:steveluba@sellmytimesharenow.com)

Sell My Timeshare NOW, LLC  
383 Central Avenue  
Suite 260  
Dover, NH 03820

Phone: (877) 815-4227  
E-mail: [steveluba@sellmytimesharenow.com](mailto:steveluba@sellmytimesharenow.com)  
[www.sellmytimesharenow.com](http://www.sellmytimesharenow.com)

