

# Stabilizing the resale market

By Mario Collura

As developers continue to consolidate, convert to points-based systems, and see their sales increase, licensed resale brokers are focusing on specific resorts, brands, or geographical and regional locations—and in some cases a combination of all three.

This new focus by resale brokers has created an ideal environment for specialization, resulting in more transactions through informal and formal co-operating broker networks.

The specialized and co-operative environment has helped to stabilize the resale market. We see selective resale prices increasing. We find that deeded timeshares, and specifically high-season fixed deeded intervals, retain their value and are having the greatest resale price increase since the 2008-2011 lows.

## Previous exposure

Resale buyers typically are between 30 and 70 years old. They own or have been exposed to timeshares through developer presentations, vacation rentals, or friends who own.

They come to brokers like TRI West looking for confirmation of what they know and do not know. In most cases, these buyers are educated singles or couples with families who are interested in resale options available to them, as well as the associated costs.

Buyers now look for experienced resale brokers who provide an educational service and present several programs, helping them to compare and evaluate the benefits and drawbacks of each option.

A timeshare is appropriate for any type of lifestyle, but one size does not fit all. Specific usage and time are important to some, while others want the total flexibility of a points-based system.

As brokers and resort specialists, TRI West agents explore various options with each client, working with them to find the best match for their lifestyle.

In addition to helping our clients evaluate differences in each ownership program during the discovery process, we explain the benefits of using a li-



censed real-estate broker, as well as third-party escrow and title companies, to process their transaction.

## Complexities of points

Branded fixed-deed intervals command the highest resale prices, with floating deeds second and right-to-use/point systems third. Multiple-week fractionals sell at the upper tier of the market.

Prospective owners need to understand points-based systems in terms of their personal needs. A point system generally offers greater flexibility, but many owners lose priority at their home resort unless they retain their own specific deeded interest.

While point systems may look good on the surface, owners must be extremely flexible when requesting location, unit size, and dates. In general, point systems do not retain their value in the resale market when compared with deeded fixed and floating weeks.

## About the author

Mario Collura, president of TRI West in Oceanside, CA, is licensed as a real-estate broker in Arizona and California. He entered the timeshare industry as one of the developers at The Whaler in Maui, HI, in 1979.

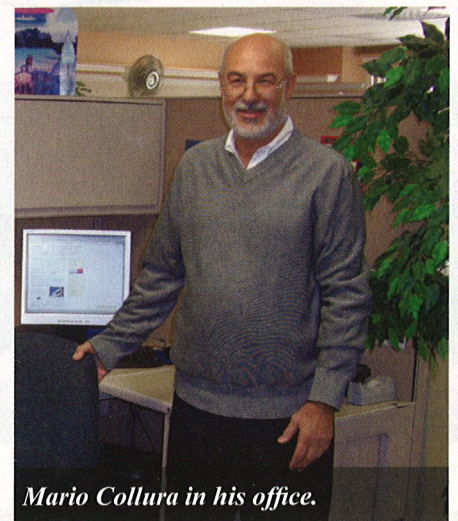
TRI West has been a leader and innovator in the timeshare industry for over 35 years, helping owners and resorts navigate the ever-changing timeshare and fractional landscape.

TRI West represents high-end time-

shares and fractionals with primary locations in Arizona, California, Hawaii, and Mexico, and specializes in the resale and rental of timeshares and luxury fractionals worldwide, including Four Seasons Residence Club properties at Aviara in Carlsbad, CA; Scottsdale Troon North in Arizona; Jackson Hole, WY; Costa Rica; and Punta Mita, Mexico.

TRI West is the exclusive authorized resale broker for Four Seasons Residence Club Aviara and Four Seasons Residence Club Scottsdale.

In addition to working with individual buyers and sellers, TRI West offers transition and acquisition programs for owners' associations and resorts. Contact information: Tollfree phone 800-423-6377, email - fill out contact form at <http://triwest-timeshare.com/forms/contact>, website <http://triwest-timeshare.com/>.



Mario Collura in his office.