

## Timeshare Association Set To Address Lifecycle Of Timeshare Ownership

Written by Australian Business

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ORLANDO, FL, September 20, 2013 **/24-7PressRelease/** -- The Association of Timeshare Recyclers (ATR) is a not-for-profit corporation with a mission to find, create, and promote exit strategies that are designed to work for the timeshare industry as a whole.

Generally, exit strategies end up being one-ended. Either the owner or the resort winds up in a financially difficult situation. The ATR however, was built on the idea that the entire industry will more greatly benefit from working together to solve the issues of the timeshare product lifecycle. The Association's goal is to be influential in solving this industry defining issue, focusing on how to balance the needs of timeshare consumers who do not want to continue to pay maintenance fees for programs they are not using, with the timeshare resorts who rely on fee collection to operate effectively.

"The ATR tries to maintain a one-industry approach to solving these challenging issues, especially that of exit strategies. It is important for industry leaders to take a step back from our respective positions for a moment and to really look at our industry as a whole, from the viewpoint of a consumer. Consumers today want flexibility and they don't care whether that flexibility comes from the primary or the secondary markets...they don't even know the difference. What consumers want are solutions. The truth is that primary market developers lose sales every day because most prospective new owners believe that timeshares are not flexible, a bad investment, and difficult to exit from. These are industry-wide objections that hurt both primary and secondary markets, and it is something that we must work together to solve.", Said Heather Guffin, President & CEO, The Association of Timeshare Recyclers.

This approach requires that all interested groups work with one another to create a viable and healthy secondary market and the ATR relies upon timeshare resellers, renters, and trade-in companies that work hard every day to recycle timeshares on the secondary market. ATRs' belief is that timeshare consumers should be provided access to exit strategies that grant them the freedom to exit their timeshares gracefully and without difficulty while keeping in mind that the resorts must stay in business. In an effort to assist, The Association of Timeshare Recyclers actively searches for ways to create exit strategies that provide a win-win-win scenario for consumers, active sales rooms, and HOA's or timeshare resorts.

In 2010, there were nearly 785,000 timeshare intervals sold so, while there are consumers who wish to discontinue their vacation ownership, there is also a market of new consumers looking to purchase timeshares and the pursuit of finding a way to link these two ends of the spectrum together is at the forefront of the Association's focus.

ATR's goal is to work towards increasing the general effectiveness of the timeshare secondary

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market by identify, creating, expanding and promoting best practices and efficient management techniques that build the respectability and reputation of the secondary market. Regardless of ones position within the industry, the Association of Timeshare Recyclers offers resources to assist with the lifecycle of timeshare ownership.

For more information visit <http://www.timesharerecyclers.com>

The Association of Timeshare RecyclersThe Association of Timeshare Recyclers (ATR) is a non -profit corporation founded by Heather Guffin who is also the current company President and CEO. The company's mission is to find, create, and promote exit strategies that work for the industry as a whole. The ATR actively searches for and endeavors to create exit strategies that provide a win-win-win scenario for consumers, active sales rooms, HOAs and timeshare resorts. In order to fulfill the ATR's mission, it relies upon timeshare resellers, renters, and trade-in companies that work hard every day to recycler timeshares on the secondary market.

The Association of Timeshare Recyclers grows message and brand awareness through regular attendance of timeshare events and conferences while maintaining a constant line of open communication with its key target audience via social media, regularly updated press releases, informative blogs and a bimonthly newsletter.