

RTX Expands Florida Staff

Written by Australian Business

ORLANDO, FL, September 14, 2013 **/24-7PressRelease/** -- Resort Travel & Xchange (RTX) would like to welcome the newest addition to its resort partnerships team in Florida. Frank Laroche has taken on the new role of Resort Partnerships Account Executive. He will be tasked with developing inventory acquisition opportunities, securing multi-year partnership contracts and serving as client account manager with internal support from RTX's headquarters.

"We are excited to have Frank on board as RTX is positioned to expand our resort partnerships as well as our member base. His experience in the industry, particularly in Orlando, will translate well to his task of ensuring that the needs and goals of RTX, our partners and our members are well aligned," said Davis Smith, President of RTX.

Laroche will be working closely with Jay Bade, Vice President of Resort Partnerships. The two previously worked together in the industry and Bade recruited Laroche for RTX based on his desire and determination to expand growing companies and his success in forging relationships with resort clients.

"My main goal is show our clients how RTX can help them. We will guide our partner resorts through our process to find and create solutions for challenges they may be facing. This will add long-term value to members while creating preferred alliances so that all parties involved can be successful, said Laroche.

With years of experience in the timeshare industry at several top vacation ownership companies, Laroche's experience will be valuable to RTX as the company builds its client base with a goal of providing solutions to both resorts and their members when it comes to exchange and other services.

Laroche's prior work in the industry has given him a deep knowledge and understanding of all aspects of timeshare and vacation ownership resorts, from the sales floor to operations and management to member services and resale options. His understanding of industry history, evolution and trends for the future will be key to his success with RTX.

About RTXResort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers throughout the world to provide the best exchange options possible to its members. In addition to exchange services, RTX offers a number of travel benefits to members such as trip protection, rebates, travel discounts and more. RTX has approximately 70,000 members.