

SALT LAKE CITY, UT, September 14, 2013 /**24-7PressRelease**/ -- Sheraton Hacienda del Mar Vacation Club (Los Cabos, Mexico) has completed full implementation and training with TrackResults' timeshare software for performance analytics, instant sales intelligence and marketing insights offered up in real time. TrackResults premiere timeshare software is known for its cloud-based analytics used by timeshare industry sales and marketing teams.

TrackResults Director Latin America Business Development, Jesus Betanzos says: "It's rewarding to work with highly committed professionals like Hacienda del Mar, a company whose executives are willing to adopt and incorporate the best technology and practices for gaining VPG lift using Business Analytics."

Eduardo Flores, Marketing and Administration Director of Hacienda Del Mar said, "We decided to incorporate TrackResults into our sales and marketing procedures, in order to improve the efficiency of our operations and facilitate our data management. We are now using TrackResults' cutting edge technology to our advantage, in harmonious adherence with our company's principles and quality of service. Our goal is to optimize the speed and reliability with which we obtain both our everyday results and historical results. This in turn, will provide our executive team with accurate and actionable information as an advantage for our decision making processes."

Located at the very tip of the Baja peninsula, the popular resort was treated to the ease and simplicity of TrackResults onsite training which kept them from ever having to crack open a training manual as part of the full service the company provides. The marketing team was introduced to the sales lead tracking software and learned to interface it with both the tour booking software as well as the vacation timeshare sales software.

As a result of that effort Flores also offered "sincere appreciation to Mr. Jesus Betanzos, for his dedication and quality of service during both his professional and personal interactions with us. Jesus provides our staff with the best attention and support."

Hacienda del Mar Vacation Club promotes what they call "the best kept secret of the Cabo region." Hacienda del Mar Vacation Club started operations in December of 1995. A Trip Advisor Certificate of Excellence Winner for 2013, the beautiful ownership resort consists of 17 villas with each one featuring its own unique architectural beauty. With vibrant sales, it is still expanding and one day will have 300 luxurious timeshare suites.

## Sheraton Hacienda del Mar Vacation Club Contracts with TrackResults Timeshare Software

Written by Australian Business

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TrackResults' leading data visualization software is used in sales analysis in more than 220 sales and marketing operations. The sales lead management system serves a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations.

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Data Visualization, Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser or web enabled device. The TrackResults Software SaaS platform is the first and only Business Intelligence Software for Timeshare and Travel Clubs. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR and The Utah Technology Council.

For more information on TrackResults Software contact [sales@trackresults.net](mailto:sales@trackresults.net) or by phone at 1-888-819-4807, or visit <http://www.trackresults.com> to arrange a demonstration of the software.

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