

Consumer Satisfaction With Timeshare Resales Confirmed In Industry Study

Written by Australian Business

TAMPA, FL, September 29, 2013 **/24-7PressRelease/** -- A timeshare resale study released by the ARDA International Foundation has revealed considerable satisfaction levels among timeshare resale buyers and sellers, demonstrating the legitimacy of the timeshare secondary market according to BuyATimeshare.com president and CEO Wesley Kogelman.

The study, titled Shared Vacation Ownership: Resale Study 2013 Edition and commissioned by the educational foundation of the American Resort Development Association, reports that 80 percent of recent buyers surveyed who purchased timeshare on the secondary market were highly satisfied with their experience. Buyer's satisfaction with the professionalism of resale operators was at 85 percent.

On the seller's side, 75 percent of recent sellers surveyed were overall satisfied with their resale company.

"These numbers clearly state that the owners and buyers using the resale market are pleased with their experience, which contradicts the negativity often presented in the media regarding resale activity," said Kogelman. "The report added that legitimate resale businesses have improved their services over the past three years, leading to greater customer satisfaction, and we are very pleased to see this side of the story being told."

"ARDA has worked very hard to obtain the information necessary to portray the vacation ownership secondary market in an accurate light and we are very grateful for their efforts. We continue to work with them to ensure that a balanced discussion takes place regarding resales," Kogelman added.

The report added that resale companies are doing a very professional job within both the buying and selling processes, with recent buyers stating that resale companies beat out developers by a 7:1 ratio in terms of offering the best price for a timeshare. Buyers also said resale companies hold an advantage in having the best terms and negotiating the best terms for a purchase.

For more information about the timeshare resale market, please visit <http://buyatimeshare.com> and to have access to the full study, please visit the ARDA website at <http://arda.org>.

About BuyATimeshare.com

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BuyATimeshare.com is an internet advertising and marketing company for timeshare owners who seek to sell or rent timeshare by-owner. The company has been in business since 2000 and was ranked by Inc. Magazine as one of the fastest-growing, privately held companies in the country—making the prestigious Inc. 5000 list in 2010 and 2011. BuyATimeshare.com was also listed as one of BusinessNH Magazine's Top 10 Companies to Watch in 2009. The company is a member in good standing with the American Resort Development Association (ARDA), Canadian Resort Development Association (CRDA) and Cooperative Association of Resort Exchangers (CARE). For more information, please visit <http://buyatimeshare.com> or call 1-800-882-0296.

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