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ARDA Applauds Florida Attorney General's Office for Recent Injunction against Fraudulent Timeshare Resale Operation

(Washington, D.C. – November 3, 2009) – The following statement was released today by Howard Nusbaum, president and CEO of the American Resort Development Association (ARDA), in response to the Florida Attorney General's Office move on Monday to seek an emergency injunction against a West Palm Beach timeshare resale operation for fraudulent practices.

In September, ARDA released [two consumer advisories](#) to help consumers and timeshare owners navigate through the secondary market, which includes timeshare resellers, internet advertisers and other resale companies, to ensure a safe and positive selling experience. The advisories were developed to help dispel the growing misinformation and confusion in the secondary marketplace by providing specific tips on reviewing timeshare resale companies, their practices, costs and services in the marketplace.

Although there are many reputable companies that provide resale services, the largely unregulated secondary market also includes some that use unscrupulous tactics to take advantage of owners who may wish to sell their timeshares. Most recently, the Florida Attorney General's Office took action against Creative Vacation Solutions, a timeshare resale operation in West Palm Beach, for charging nearly \$2,500 in marketing fees from hundreds of customers but did little or nothing in return.

We applaud the efforts made by Florida Attorney General Bill McCollum to investigate dishonest resale companies whose actions taint the industry's reputable resale companies. ARDA continues to work with its members to ensure transparency on both the buying and selling process.

The American Resort Development Association is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has over 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).

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