

## Consumer Alert- Square One Group

---

### Exit company deceptive marketing practice: Misrepresentation of ARDA Affiliation

May 20, 2019

The American Resort Development Association (ARDA) and the Resort Owner's Coalition (ARDA-ROC) have been made aware of fraudulent activity by a group called Square One Group claiming to be an ARDA member.

**Consumers are contacted by Square One Group are in NO WAY affiliated with ARDA or ARDA-ROC.**

Several timeshare owners have been contacted by Square One Group inviting them to a dinner at a local restaurant to talk about timeshare exit options. The company uses false and misleading information to pressure consumers into purchasing their timeshare exit plan. Their service requires that consumers typically pay an upfront fee.

During their marketing presentation Square One Group mentions that their event is sponsored by ARDA.

**ARDA and ARDA-ROC DO NOT perform Timeshare Exit services. ARDA and ARDA-ROC DO NOT host, participate or sponsor events at local restaurants. Any company representing themselves as ARDA doing this sort of activity is a scam.**

### Proceed with Caution

ARDA and ARDA-ROC caution all timeshare owners to be wary of such solicitations. If you receive any such contact, ARDA urges you to reach out to our ARDA-ROC Consumer Service Team at [consumer@arda-roc.org](mailto:consumer@arda-roc.org).

If you feel that you have been a part of a scam, contact your local authorities to file a report, reach out to the state [attorney general](#), and file a complaint with the Better Business Bureau. ARDA encourages owners to thoroughly research any company before doing business with them or paying any upfront fees. For more information about timeshare ownership and tips to ensure a safe buying or selling experience, visit ARDA-ROC's [Timeshare Resale Resource Center](#).