

CONSUMER ALERT—ADVISORY XI

Phony “Industry Practices Update” Meeting for Timeshare Owners

February 12, 2015

The American Resort Development Association (ARDA) and its Resort Owner’s Coalition (ARDA-ROC) have been made aware of a deceptive marketing solicitation that attempts to defraud timeshare owners through improper representation of ARDA. ARDA and ARDA-ROC urge owners to use caution with unsolicited marketing calls from companies that you have not fully researched.

The Scam

A timeshare owner in Colonie, New York was contacted by an individual claiming to represent ARDA. That individual invited the owner to attend a presentation and free dinner at a local restaurant to educate owners about recent changes to “industry practices” relating to their timeshare product. The person who made the call improperly and illegally used ARDA’s name to defraud the timeshare owner—and potentially others—with the false representation of being affiliated or associated with ARDA. This person is in no way affiliated with ARDA. Owners who attend this “update” would likely hear scare tactics about their timeshare ownership in an attempt to coerce them to pay large upfront fees in order to “get out” of their timeshare ownership and maintenance fees—likely costing them thousands of dollars for promised services that are never delivered.

ARDA and ARDA-ROC caution all timeshare owners to be wary of such solicitations. If you have received a similar call, ARDA urges you to contact your 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](#).

Proceed with Caution

This is not the first time that unscrupulous individuals have falsely used our name. We have heard similar accounts of deceptive marketing solicitations from many owners around the country. Again, ARDA **never** contacts consumers directly regarding the sale of their timeshare. If someone claiming to be from ARDA contacts you—or they’re using the ARDA brand—it’s most likely a scam.