

Colebrook Customers Clean Up at ARDA Awards Night

Each year, the ARDA Awards Gala is the culmination of the four-day conference during which timeshare developers, vendors, financiers, and support staff gather to make deals, attend educational sessions, and swap stories from the front lines.

On Wednesday evening, March 29, in a ballroom at the New Orleans Hyatt Regency Hotel, ARDA distributed its annual awards with all the pomp and circumstance of the Oscars, minus the embarrassing blunders and political rants. There were lights, there were cameras, there were dazzling visual effects, and there was the humor of comedian Nate Bargatze and his straight-man, ARDA CEO Howard Nusbaum. But most of all, there were awards.

Colebrook's customers made a steady procession to the stage, and at some points it seemed as though it would have been appropriate to have a moving sidewalk between the stage and the Breckenridge Grand Vacation tables. As seen below, the company was a big winner:

ACE Innovator Award	Welk Resorts
Business Administration Manager	Amy Hoffman, Breckenridge Grand Vacations
Business Administration Team Member	Mindy McGowan, Breckenridge Grand Vacations
Owner/Customer Relations/ Administrative Support	Greg Jordan, Breckenridge Grand Vacations
Technical Project Team, Small Resorts Activities Program	Breckenridge Grand Vacations Inspired for You, Welk Resorts
Marketing Programs, Small Resorts	Karen Hackett, Breckenridge Grand Vacations
Sales Management Executive, Small Resorts	Dave McEnery, Breckenridge Grand Vacations
Salesperson, In-house	Glen Brady, Breckenridge Grand Vacations
Salesperson, Traditional Line, Small Resorts	Peter O'Neill, Breckenridge Grand Vacations
Social Media Campaign Photo Contest	Vacations for Life Summer Family Fun Diamond Resorts

A former Colebrook customer, the late Tom Franks, principal of Outfield Marketing, was the recipient of the most coveted of honors, the Lifetime Achievement Award, primarily for his service as President of ARDA from 1990 through 1997. For eight years prior to that, he served as Senior Vice President of the organization. Tom passed away in December 2016, at the age of 63, and the award was accepted by his widow Mary and daughter Jordan.

As noted earlier, Breckenridge Grand Vacations had a number of honorees. Colebrook has little involvement with the sales team and technical staff, but we have a lot of involvement with Mindy McGowan, who processes the consumer receivable fundings. Tom Petrisko, who works closely with Mindy, says, "I can see why she won. She's so meticulous about the documentation. It's always complete, always in the right order, and if there's anything unusual, she tells me in advance. And she has a great personality. I love working with her."

Congratulations to all the winners!



Deloitte & Touche Releases Industry Data for the Fourth Quarter of 2016

Deloitte & Touche has released their fourth quarter report on 2016 timeshare operations, in which they surveyed 18 large developers and compared the results with those from the fourth quarter of 2015. Sales were up 6.4%, increasing from \$1.664 billion to \$1.771 billion. In contrast to prior periods, fee for service sales actually decreased, from \$219 million to \$188 million. Fee for service transactions worked very well with existing inventory, particularly in a distress situation, but the economics are often more challenging for newly-constructed projects, due to the high fees charged by the marketers (typically around 70% of sales). The 2016 decrease was primarily attributable to one large developer.

Although every developer talks about the challenges of finding tours, tour flow was up 1.8% year-over-year. Since sales were up at a greater rate than tours, it is apparent that sales operations were more efficient, getting more dollars from each tour. Thirteen of the 18 developers reported the split between in-house and front-line sales. In-house sales accounted for 39% of the total, a relatively low total for large developers.

On the negative side, the percentage of current receivables declined from 91.4% to 90.4% and defaults for the quarter were 3.0%, up from 2.6% a year earlier. One must remember that these statistics include all receivables, not just the A credits funded by Colebrook and other lenders. As seen in a separate article, however, the delinquency in Colebrook's portfolio also increased slightly. This is a trend that bears watching, and we will keep you updated.

