



ABOUT AVO

The Association of Vacation Owners is the largest and oldest independent owner association in North America, supporting vacation ownership for over 20 years. In that time, our strong commitment to working with only the best organizations in the VO industry has helped us to earn the trust of thousands of vacation owners.

OUR MISSION

To improve upon the communication, protection and preservation of vacation ownership which further strengthens the relationships between the timeshare community and industry by providing a unified voice for vacation owners.

THE PLEDGE

The AVO PLEDGE is a resort accreditation program designed to enhance buyer confidence in the purchase of vacation ownership products. The Shield is a symbol of trust to new potential owners and signifies credibility and achievement by the developer while also demonstrating its strong commitment to owner satisfaction and reputation management. In addition, the developer affirms its support of the local community and to environmental sustainability.

CREDIBILITY

We firmly believe that credibility is one factor that aids a business to make its online mark with its customers. The awarding of the shield provides recognition by acknowledging a developer's commitment to selling high quality vacation products, maintaining consistent standards of service and adhering to the AVO Code of Ethics.

APPLICATION PROCESS

For a developer to promote the AVO PLEDGE, it must complete an application and submit a pledge demonstrating its commitment to a higher standard of product, service, community and environment. In addition, the developer must commit to resolving owner related issues with reasonable solutions and collaboration with the PLEDGE.

ACCREDITATION

The resort accreditation program is effective for a period of two years upon approval with a one-time, no cost renewal within the initial program period. The shield has many direct benefits (listed below). Once approved, the AVO will add the developer as a corporate member and begin enrollment of new members. In addition, all marketing collateral materials will be produced and shipped to a pre-arranged location within 15 days of approval. AVO will also set up all digital and social media segments no later than 30 days of accreditation.

Benefits of the Shield

Helps developer gain credibility with new vacation owner/members
Helps developer overcome sales objections, when confidence is an issue
Helps developer reduce rescission rates (within 10 days)
Helps developer reduce post rescission bounce (45-90 days)
Helps developer increase member retention / satisfaction rate
Provides developer an owner-centric support platform

The Resort Accreditation Developer Package Includes

- AVO Accreditation Plaques for Reception, Sales & Guest Services: (4) per resort.
- AVO Posters for Sales Centers (4) Posters
- AVO Decals for Sales Centers (4) Decals
- AVO Membership Benefit Reference Cards (15) Laminated Informational Sheets
- AVO Online Sales Training Videos in English with Spanish Sub-titles
- AVO Membership Welcome Sheet for Developer New Member Packets
- AVO Resort Member Web Page (Designed for Company Profile)
- AVO Owner Support Desk (844-ASK-NTOA)
- AVO Developer Branded Welcome Page (Email)
- AVO Social Media Marketing on Twitter and Facebook
- Intuition Brand Marketing Monitoring Service (\$175 per resort/per mo. value)

ENGAGEMENT

The AVO believes that engaging new owner/members directly after the sale can play an important part in maintaining a high level of confidence in new vacation purchases as well as significantly reduce rescissions. The support materials contained in the new members package reinforces the member's trust in the developer as a business member of an owner driven association. Members will also perceive true "social currency" value, knowing that the developer is an active member in its community and cares for its environment.

New Owner/Membership Package Includes:

- Developer sponsored: One Year Family Membership to AVO
- "Welcome New Member & Congrats" Video (Available after closing)
- Member Subscription to Owners Perspective Magazine w/App (Oct 2017 Launch)
- Member Access to Toll Free "2ASK-AVO" Support Desk (844-227-8286)
- Member Access to AVO/Developer Owner Web Page with link or email to Developer
- Special AVO Member Only Benefits, Discounts and Services that support VO