

ARDA

Dear Timeshare Owner:

Year after year, timeshare owners are a target for federal, state and local lawmakers searching for various ways to raise revenue. So, who is working to protect your interests as a timeshare owner? The American Resort Development Association 's Resort Owners Coalition (ARDAROC). We hope you will support the Coalition that represents timeshare owners ' interests in state capitals and Washington, D.C.

ARDA is a 30 year-old Washington, D.C. based industry trade association representing the resort industry through lobbying, consumer advocacy and a unique organization called ARDAROC. Over the past 10 years, ARDA-ROC has worked tirelessly through legislation representation to preserve, protect and enhance vacation ownership for you, the timeshare owner.

The concept of ARDA-ROC is simple — owners across the country join together to gain collectively what they are unable to achieve on their own. With unity comes strength! ARDAROC membership is comprised of over 450,000 timeshare owners and the organization is funded solely through the voluntary contributions of timeshare owners and timeshare resorts. These funds are collected by your resort association in conjunction with your annual assessment and sent to ARDA-ROC headquarters in Washington, D.C. ARDA-ROC revenues are dedicated to engaging attorneys and lobbyists to represent timeshare owners in city halls, state legislatures and in our nation's capital. In addition, the funds are used to pay for studies and research to support ARDA-ROC's legislative positions.

Whether it is a successful fight against the I.R.S. attempting to tax capital reserve funds of timeshare homeowners' associations or the defeat of a South Carolina Department of Revenue proposal to place a seven percent sales tax on exchanges, ARDA-ROC is there! In just the last seven years, ARDA-ROC has been actively involved in Washington, D.C. and more that a dozen states and localities fighting to defend the two million Americans who own a timeshare. Are there efforts cost effective? **In the fight against the I.R.S. attempt to tax capital reserves, ARDA-ROC spent nearly \$700,000 over several years to save timeshare owners and their associations some \$35 million.**

Giving the growing popularity of timesharing, we anticipate this legislation activity accelerating. With this in mind, we are encouraging owners within Owners' Resorts & Exchange, Inc. to voluntary contribute \$5.00 to ARDA-ROC in conjunction with your annual assessment. In turn, ARDA-ROC will utilize these funds to continue to protect your investment as a timeshare owner, through legislative research and representation.

Please join your fellow owners! For only \$5.00 a year, you can support the coordinated effort to protect your interests as a timeshare owner.

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