

# AMBASSADOR CLUB

## A SALES PROGRAM FOR CONDOMINIUM RESORTS

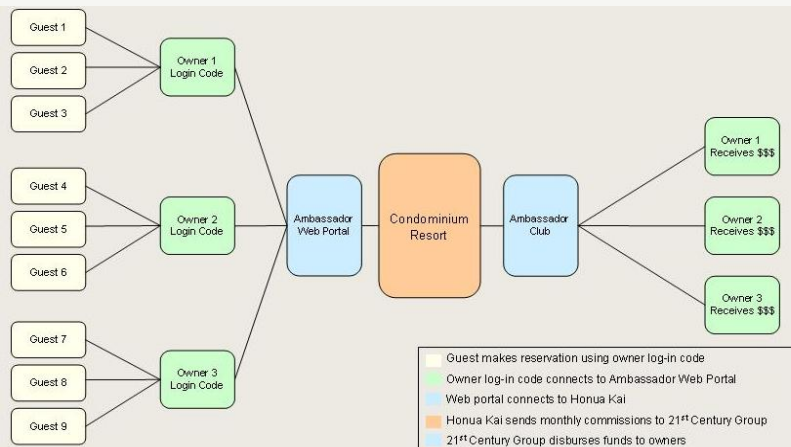
### OVERVIEW

The Ambassador Club program is a marketing program designed to turn owners of resort condominiums into an unstoppable sales force for their resort. While many condominiums offer owners referral fees, those typically require the owner himself to make the reservation and in most cases, those reservations only involve the owner's specific unit. In contrast, the Ambassador Club makes the owner an "Ambassador" for the entire resort allowing him the opportunity to earn fees on every reservation booked due to his efforts—whether it's for his unit or another. In fact, an owner could conceivably have someone staying in his own unit and at the same time have referrals staying in any number of other units.

As an "Ambassador" for the resort the owner does not have to make any phone calls to the property. Rather, the owner is able to refer potential visitors to a special reservations website. By going to that website the potential visitor will get a discount on any rate posted on the condominium's website. It will be lower than any other available rate and provide real value to potential guests.



### TURN YOUR HOMEOWNERS INTO SALES AGENTS!



### ADVANTAGE TO MANAGEMENT

The advantage to the condominium management company is significant. Once implemented, the management company will have an "army of qualified salespeople" selling the resort on a permanent year round basis. Better yet, these salespeople will only be paid on performance—meaning no funds go out to non-performers. This "army" will be extremely motivated not only for the money they will earn but because a unit in a resort with high traffic counts will only increase in value. It is a win-win situation for all parties—the owner, the visitor and the management company.

### ADVANTAGE TO OWNERS

The advantage to the owner is easy to grasp. Aside from the opportunity to earn significant referral dollars with minimal effort. The owner only has to provide the potential guest with an access code and the visitor does the rest. The program makes it easy for the owner to do just that by providing him with a supply of business cards that can be passed out to whomever the owner pleases. Any reservations made using that owner's access code will be credited back to that owner.

### COST

The cost for this program is minor compared to revenues it will generate. The Ambassador Club collects a fee of 15% on actualized revenue and distributes a substantial portion to the owner. Ambassador Club, as program administrator keeps the remainder of the fee and collects a modest monthly maintenance fee from the management company. In addition, each owner pays a \$100 initiation fee to cover enrollment costs, business cards, etc. In order to jumpstart new owners the management company may choose to underwrite their initial membership in the program.

### DESIGNED TO MAKE MONEY FOR OWNERS AND MANAGEMENT!

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The Ambassador Club program is owned and operated by 21st Century Group—a sales and marketing company specializing in the hospitality industry. For more information on the program contact us at anytime.