

VacationTrade.com Makes Timeshare Trading Really Easy

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There are nearly 3 million timeshare owners in the U.S. and if you ask them how they feel about trading their unit, most will probably say it's a giant pain.

Until now.

"VacationTrade.com (<http://www.vacationtrade.com>) was really born out of necessity," said Mike Blackwell, company founder and President. "As a timeshare owner, I've been frustrated for years at the difficulty in trading for a comparable unit in another nice resort destination. My experience, like that of many others, has been that it's nearly impossible to get what you want, when you want it," Blackwell said.

When it comes to exchanging timeshares, there just hasn't been an easy, inexpensive way to do it. With most of the existing services, timeshare owners typically need to pay an annual membership fee, deposit their vacation week at least a year in advance and "hope for the best." Blackwell states that the process just doesn't work well for timeshare owners who oftentimes settle for anything they can get.

That didn't sit well with the entrepreneurial Blackwell, a former AOL executive and CEO of ShareThis. So he and a couple of other ex-AOLers decided to build a better mousetrap, launching VacationTrade.com.

VacationTrade.com operates much like other popular person-to-person commerce sites. A timeshare owner (<http://www.vacationtrade.com>) visits VacationTrade.com where they can easily view resorts all over the country. They can search by resort or location, find the unit and the week they want, and then decide if they want to offer up an exchange by listing their unit. VacationTrade.com acts as the marketplace and intermediary between the two owners and keeps the process simple and straightforward. There is no charge to list or search listings. The only cost incurs when a unit is booked - at \$99 per trade.

"We're here to shake up the timeshare exchanging (<http://www.vacationtrade.com>) world, much like Stubhub did with the event ticket market," Blackwell stated. "VacationTrade.com is much easier, faster, and less expensive than any other service that's out there."

Timeshares, or fractional ownership units, were created in the early seventies as a way to allow deeded resort ownership without the need to purchase an entire condominium. Timeshare ownership became wildly popular, with resort companies like Marriott, Disney, Hilton, Hyatt, Starwood, and Wyndham developing thousands of units worldwide. VacationTrade.com makes it possible for all timeshare owners to trade with each other through one easy to use site.

About VacationTrade.com

VacationTrade.com is an online marketplace (<http://www.vacationtrade.com>) for timeshare owners to connect and exchange vacation properties. VacationTrade was started by a couple of guys who grew tired of trading their timeshare for less than acceptable results. They decided to launch a better site with everything needed for a hassle-free exchange. Search. Locate a property. Trade. It's that simple.

