



ELITE ALLIANCE®
REAL ESTATE | HOSPITALITY | EXCHANGE

COMPANY
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PROFILE

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“ We set the standard of excellence for fractional real estate consulting, luxury vacation home exchange, and hospitality management — always guided by our commitment to integrity and innovation. ”



A History of Innovation & Success



Thirty years ago, the founder of Elite Alliance® created the world's first residence club at top-rated Deer Valley Resort in Park City, Utah. This innovative, fractional ownership model, which increased market size and profitability for developers, became the fastest growing segment of the vacation home market.

As our portfolio of luxury residence clubs expanded, we introduced the Elite Alliance exchange program to allow our owners to enjoy other destinations at nominal expense. We earned a reputation of first-class customer service in facilitating and coordinating exchange vacations. As a result, Elite Alliance Hospitality was created to provide management services for residence clubs, hotels and resorts that improves operational performance and client satisfaction.

Today, we continue to set the standard for excellence in fractional real estate consulting, vacation exchange, and hospitality management, always guided by a commitment to integrity and innovation.

1991

THE WORLD'S FIRST RESIDENCE CLUB

The Deer Valley Club at top-rated Deer Valley Resort in Park City, Utah was conceived, structured, and brought to market by Elite Alliance Founder Steve Dering. This innovative fractional ownership model has served as the prototype for almost all of the luxury residence clubs that have followed.

1999

MEXICO'S FIRST RESIDENCE CLUB

Created by Elite Alliance, overlooking magnificent Tangolunda Bay in Huatulco, Mexico, Club Quinta Real becomes Mexico's first Residence Club.

2000

WORLD'S FIRST URBAN RESIDENCE CLUB Located in the heart of Manhattan, the Phillips Club is the world's first urban residence club, shattering fractional sales expectations.

2002

ODYSSEY DESTINATION CLUB IS FORMED AND SOLD TO EXCLUSIVE RESORTS

The founders of Elite Alliance create the Odyssey Destination Club, which is eventually acquired by Exclusive Resorts.

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2003

BERMUDA'S FIRST RESIDENCE CLUB

Created by Elite Alliance, Golf Villas Residence Club at Rosewood Bermuda sells incredibly well, earning Elite Alliance a bonus for beating expectations and sparks a second residence club, Harbour Court Residence Club at Rosewood Bermuda.

2004

ELITE ALLIANCE EXCHANGE

Filling a void in the marketplace for high-end, luxury exchange, Elite Alliance opens an exchange program, welcoming the Residence Club at Rosewood Bermuda & The Residences at The Chateaux in Deer Valley, Utah as its first two clubs.

2005

ELITE ALLIANCE HOSPITALITY

Requested by its clients, Elite Alliance launches Elite Alliance Hospitality-bridging the gap between fractional sales and hospitality management. Elite Alliance Hospitality opens operations at The Residence Club El Corazon de Santa Fe, in Santa Fe, New Mexico, The Residence Club at PGA West, California, and 80|50 Mammoth Private Residence Club in Mammoth Lakes, California.

2006

LEADING RESIDENCES OF THE WORLD

The founders of Elite Alliance, in partnership with Cendant, create The Leading Residence of the World, a luxury Destination Club which is then acquired by Quintess Destination Club.

2007

EUROPE'S FIRST URBAN RESIDENCE CLUB

Set within a magnificent 15th century palace in the heart of Florence, Italy, the Palazzo Tornabuoni sets a new record for Residence Club sales.

2008

ELITE ALLIANCE REAL ESTATE PASSES \$1B IN SALES Just prior to the economic downturn, Elite Alliance Real Estate Residence Clubs surpass \$1B in total sales.

ELITE ALLIANCE HOSPITALITY SELECTED TO MANAGE CLUB BORGIO DI VAGLI

In early 2008, Elite Alliance Hospitality assumes hospitality operations of the 14th century medieval hamlet which is nestled in the foothills of the Tuscan countryside of Cortona, Italy.

2011

ELITE ALLIANCE HOSPITALITY TO MANAGE GRAND ISLE RESORT & SPA IN GREAT EXUMA, BAHAMAS Grand Isle Resort and Spa selects Elite Alliance Hospitality to manage the day-to-day

operations of the resort and navigate a challenging period of ownership transition and rebranding.

2014

EQUITY RESIDENCES PARTNERSHIP AND THE FIRST EVER RESIDENCE CLUB IN ARGENTINA

Elite Alliance Exchange partners with Equity Residences, a new and innovative investment model with multiple locations around the world. Also, Elite Alliance welcomes the first ever Residence Club in Argentina, providing consulting on fractional sales and exchange for the Club's multiple locations within Argentina.

2015

ELITE ALLIANCE EXCHANGE SURPASSES 5,000 MEMBERS

As the club grows to 50+ destinations and welcomes its 5,000th member it moves operations to Upstate New York.

2016

ELITE ALLIANCE ACQUIRES CLUB CONNECT

Elite Alliance acquires the software platform, Club Connect, automating operations for Residence Club homeowner associations and private clubs, allowing them to cost-effectively communicate with their real estate owners and club members.

ELITE ALLIANCE HOSPITALITY EXPANDS INTERNATIONAL OPERATIONS

With the addition of the Waldorf Astoria Los Cabos Pedregal in Los Cabos, Mexico & Red Frog Beach, in Bocas del Toro, Panama – Elite Alliance Hospitality expands its reach in international hospitality management operations.

2018

ELITE ALLIANCE EXCHANGE PARTNERS WITH THE HIDEAWAYS CLUB

In mid-2018, Elite Alliance partners with The Hideaways Club, offering members access to 37 luxury properties in 28 destinations around the world.

2019

ELITE ALLIANCE EXCHANGE WELCOMES 100TH DESTINATION

In addition to welcoming its 7,000th member, Elite Alliance Exchange adds its 100th destination.

ELITE ALLIANCE HOSPITALITY SELECTED FOR

PARAMOUNT MIAMI WORLD CENTER Located in the heart of downtown Miami, the Paramount Miami Worldcenter selects Elite Alliance Hospitality to provide hospitality and rental services.

2020

ELITE ALLIANCE PARTNERS WITH GRUPO ESPIRITU™

Grupo Espiritu, a resort development group, partners with Elite Alliance on fractional real estate, management and exchange for two incredible resort communities; The Residences at Rancho La Puerta in Tecate, Mexico and Vinedo San Miguel in beautiful San Miguel de Allende, Mexico.

2021

ELITE ALLIANCE HOSPITALITY OPENS DESTINATION CLUB MANAGEMENT S. DE E.L. DE C.V.

Elite Alliance Hospitality established Destination Club Management S. DE E.L. DE C.V. to serve as its Management Company in Mexico.

2022

ELITE ALLIANCE REAL ESTATE LAUNCHES FIRST EVER RESIDENCE CLUB IN ST. JOHN USVI AND PARTNERS WITH FIRST RESIDENCE CLUB IN NICARAGUA

Elite Alliance launches Island Sky St. John, the first ever residence club in St. John USVI, and partners with Rancho Santana, the first residence club in Nicaragua. Elite Alliance Hospitality is selected as the Management Company for Club Kiama Bahamas, the first solar powered private island yacht and residence club, as well as Quinta Tenerias, the #1 City in the World.

2023

ELITE ALLIANCE REAL ESTATE IS SELECTED TO MANAGE MARKETING AND SALES FOR NEW QUIMERA RESIDENCE CLUB IN SAN MIGUEL DE ALLENDE, MEXICO

Elite Alliance Real Estate chosen to oversee marketing and sales for Quimera Residence Club located in San Miguel de Allende, Mexico.

What We Do

The One-Stop Shop For Resort Developers

With Elite Alliance's long-standing expertise, proven track record, and network of resources, you have a partner that is recognized as the leader in all aspects of fractional and vacation home real estate, management and exchange. Our team guides your project from conception through legal structuring, product design, marketing strategy, launch, management and sellout.

Each of Elite Alliances' synergistic companies – Real Estate, Exchange, Hospitality Management – complements the others and contributes to sales success and long-term value for your buyers.



“Partner with Elite Alliance to accelerate your real estate sales. For 30 years, we have added value to world-class developments by providing new concepts and expertise resulting in over \$1B in sales.”



FRACTIONAL REAL ESTATE Elite Alliance® Real Estate founder Steve Dering pioneered the residence club concept. He and the Elite Alliance Real Estate team have provided resort and urban real estate developers with specialized expertise in the design, legal structure, financial modeling, marketing and sale of luxury fractional ownership projects for more than 30 years. With Elite Alliance's guidance, these luxury fractional ownership clubs have generated more than \$1 billion in sales worldwide.

A PROVEN TRACK RECORD Having sold \$1B+ in Fractional Real Estate, Elite Alliance Real Estate leverages 30+ years of knowledge to guide a project with design input, community planning, fractional structuring, marketing strategy, and sell through, ensuring a project's success.

GLOBAL PRESENCE Having been the first in several countries to structure and sell a Fractional Residence Club, Elite Alliance understands how to navigate the path to success. With resources positioned around the world, Elite Alliance can support any project.

A RESORT DEVELOPMENT'S ONE-STOP SHOP Each of Elite Alliance's disciplines: Real Estate, Hospitality Management, & Exchange, has been carefully designed to complement one another in all aspects of a development's journey, ensuring long term value and success.

SALES AND MARKETING EXPERTISE We prepare and formulate a strategic marketing plan specific to each property. This plan will define the optimal marketing mix by way of digital campaigns, hard print collateral, and execution tactics to prospect qualified leads. Our collective experience in working with sophisticated projects along with specialized expertise in digital marketing gives you an unparalleled advantage.

Real Estate Services

PRODUCT DESIGN

- Consult on Club residential floor plans
- Consult on common area programming and floor plans
- Consult on the Club furniture, fixtures and equipment
- Consult on Club owner services and benefits
- Design the Club fractional ownership structure
- Design the critically important Club lodging reservations policies and procedures
- Create the Rotating Priority System[®] used to allocate peak-season use
- Formulate the Club Owner Information booklet that contains:
 - An overview of the Club
 - Frequently asked questions and answers
 - The reservation process and implementation of the Rotating Priority System[®]

SALES

- Provide recommendations for the sales office set up
- Assist with the interviewing and hiring of a qualified Club sales director and sales staff
- Train all sales, marketing, and administrative staff
- Provide ongoing consultation and support of the sales staff
- Develop a referral program for outside realtor

FINANCE

- Develop the fractional ownership pricing strategy
- Assist in formulating the Club pro forma
- Participate in presentations to investors, lenders, and others as appropriate

LEGAL ASSISTANCE

- Prepare, with Owner's attorney, the legal documentation required for regulatory approvals which may include:
 - Club Bylaws
 - Club Rules and Regulations
 - Club ownership purchase agreements
 - Statement of Understanding
 - Club management agreement
 - Articles of Incorporation

ONGOING CONSULTATION

- Attend regularly scheduled on-site and virtual meetings as reasonably requested
- Provide consultation as needed on all aspects of operations, marketing, and sales through sellout
- Participate in telephone calls with high-interest prospects to assist in closing a sale
- Provide insight and support with ongoing sales objections as they arise
- Make any necessary adjustments to the sales offering
- Respond to any other reasonable requests





Elite Alliance® Exchange is a reciprocity program for owners at our select family of prestigious residence clubs and luxurious, professionally managed vacation homes. Our simple exchange process unlocks the door to seamless travel adventures - ski trips, golf getaways, beach escapes and much more – at 120+ coveted destinations worldwide.

Properties in the Alliance meet premium standards of quality, service, location and amenities. Our 8,000 members experience the same luxury, convenience and personal attention they have come to expect, whenever and wherever they go on a pampered, worry-free Elite Alliance vacation.

DIFFERENTIATE YOUR PROPERTY by including Elite Alliance Exchange membership in the purchase and elevating your offering above competitors.

INCREASE EXPOSURE of your residential offering to Elite Alliance’s 8,000+ members.

INCREASE YOUR SALES CONVERSION RATE by eliminating the objection to “anchoring” at a single location and providing travel benefits for buyers prior to project completion.

IMPROVE OWNER RETENTION through exclusive Elite Alliance benefits.

LEVERAGE UNSOLD DEVELOPER INVENTORY by converting it into Elite Credits for buyer closing incentives, sales team rewards, owner thank you gifts, and recognition for employees and partners.

Membership at a Glance

STEP ONE Join the Club

At all membership levels you find your bliss in residences that are managed by dedicated professionals with hospitality and heart, experiences you can only obtain when you become a member of our travel club for luxury homeowners.

STEP TWO Open Doors Around the World

Once you’re a member, start depositing unused weeks at your residence to earn Elite Credits, our vacation currency, that opens doors to elegant residences around the world.

STEP THREE Simply Reserve

Browse our availability, select a 7, 4 or 3 night stay at any of our participating properties, and reserve by using your Elite Credits and paying the exchange fee.



Elite Alliance® Hospitality consults with developers on construction, design, concepts and offerings and provides customized hospitality management services for luxury properties in beach, mountain, lake and metropolitan vacation destinations throughout the world.

Elite Alliance Hospitality is renowned for its dedication to promoting the financial and operational success of its client properties. We achieve success by working closely with developers and owners to operate in a financially secure and profitable manner.

ACCESS TO ELITE ALLIANCE EXCHANGE The Exchange program is designed to provide your residents and guests access to many of our luxury properties - as you maximize occupancy, revenues, inventory usage, and profits from the additional market exposure.

REAL ESTATE MARKETING & SALES We prepare and formulate a strategic marketing plan specific to each property. This plan will define the optimal marketing mix by way of distribution channels, merchandising, and execution tactics.

COMMUNITY RELATIONS Our team of highly trained Reservations Specialists provides first-rate service. You'll see the notable difference as we personalize the reservations experience. This first interaction makes a long-lasting impression.

MIXED USE DEVELOPMENTS Our expertise includes lodging, shared use, whole ownership, and private clubs. We offer operational evaluation, financial analysis, and strategic planning prior to the properties' launch to ongoing day-to-day operations.

OWNER RELATIONS Owners at our select family of luxury resort communities can now enjoy the same premium standards of quality, service, and amenities at additional popular destinations that would not otherwise be available.

Hospitality Services

FINANCE AND ADMINISTRATION

- Accounting / Auditing
- Guest and Owner Services
- Homeowner Administration
- Legal / Risk Management
- Resort Design (Pre-Construction, Interior, Renovation)
- Vendor Management
- Reserve Planning
- Budget and Financial Planning

OPERATIONS

- Direct Management Team Oversight
- Staff Training / Development
- Recruiting SOP Development
- Food & Beverage
- Preventive Maintenance
- Asset Management
- Spas / Marinas
- Quality Assurance and Safety Program – Property Management systems and software

RENTAL MARKETING & SALES

- Benchmarking / Competitive Analysis
- Reservation Services (Private Label Reservations Department and Technology Integrations)
- Comprehensive Rental Marketing Plan Implementation
- Social Media and PR
- Transitional Plans, Launches, and Rebranding
- Guest and Media
- Events /Shareholder Meetings
- New Owner Programs and Orientations



Marketing & Rental Management Services

We pride ourselves on implementing cutting-edge marketing plans that utilize the most effective strategies.

- Accelerate bookings
- Customized rental programs for hotels and mixed-use resorts
- Brand affiliation with our exchange club destinations
- Revenue and distribution management
- Creative/Collateral development
- Social Media

Full-Service Hospitality Management Services

Elite Alliance is your ideal partner for luxury and mixed-use developments.

- Customized operational plans
- Expertise with mixed-use and boutique-style developments
- Rental, asset and marketing plan management
- Guest/Client/Owner/Investor relations
- Excel at implementing start up and transitional plans

Leadership



STEVE DERING
Founding Partner

Steve pioneered the country's first residence club in 1991 at Deer Valley Resort in Park City, Utah. Subsequently, he structured and launched The Phillips Club in Manhattan, the world's first urban residence club. Steve has worked with developers to introduce residence clubs at prestigious destinations around the globe. These clubs have generated more than \$1 billion in sales. Previously, he started the Park City newspaper, was a member of Deer Valley Resort's original executive team and founded a luxury real estate advertising agency.

In Good Company



*Montecito Beach Village
Huatulco, Mexico*

ROB GOODYEAR
President / Partner

Rob oversees all aspects of all Elite Alliance Companies and is responsible for the dramatic growth of each. Prior to becoming President, he was the VP of Operations for Elite Alliance Hospitality, responsible for the daily operations of its managed resort communities. Rob started his career in the hospitality industry with ClubCorp at the historic Pinehurst Resort and at The Owners Club at Telluride. He has extensive experience in public and private club management and all aspects of fractional ownership.





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