



THE SAN FRANCISCO EXCHANGE COMPANY (SFX)

Understanding the Exchange Process...

Our goal is to send you on great vacations. To help you with the exchange process, we have outlined the procedures necessary to make an exchange successful. Please review this valuable information, which is designed to give a good understanding of the process, and advise which actions help promote the possibility of a success exchange

Quick Start:

- A: Deposit a week from your resort into your SFX account.**
- B: Decide where and when you want to travel and place a Request for your vacation.**
- C: We search for your requested space and contact you when there is a match.**

How to Deposit Your Week:

If you are a GOLD Member, you must DEPOSIT your week first before you can make a Request.

Step 1: Go to www.sfxresorts.com. Click Directory and review the Season Grid as to what dates from your region qualify for a deposit.

Or Call Member Services at 800-739-9969 to speak to a SFX Vacation Concierge, who can assist you.

Call your home resort to inform them that you would like to deposit your week with SFX. It is this week you will be depositing into your SFX account. Your reservation department will give you dates and a reservation number.

Important Notes: Once you deposit your week, it cannot be taken back. It can only be redeemed by an exchange booking. You also must not deposit it with another exchange company, or rent it out. By doing so, you will create a double-booking of your unit and you will be responsible for any incurred expenses in relocating guests and for renting a unit at a different resort.

Step 2: Login to your SFX online account at www.sfxresorts.com Member Login. Click Deposits and submit accordingly. If you do not have access to the Internet, please call Member Services at 800-739-9969.

About Placing Requests:

Before you can be booked for any vacation, you first need to place a Request for the space.

Please keep in mind, in many instances the demand for quality units may exceed the supply of space available. Simply put, there will be times when the demand for particular locations will exceed the availability. **This is why it is very important to be as flexible as possible with alternative locations and/or travel dates.**

Space becomes available at resorts as a result of owners at that resort not using their time. Technically, space becomes available at a resort as a result of an owner relinquishing their week to exchange out. For example, if a resort has one thousand members, and two hundred of them are exchanging out, there will be two hundred units in that given year available for exchanging. If it is a very popular resort and location there might be a few thousand requests for those two hundred weeks. **The key to successful exchanging is your ability to be flexible with dates and/or locations and to make requests as far in advance as possible.**

The Main factors that determine your ability to trade (Collectively known as Trading Power) are:

- The supply and demand for your week (size of unit, season, location and quality of resort), as compared to other weeks deposited from other members.
- How far in advance you deposited your week. Members who deposit early have priority over those who deposit late.

There are other factors but these are the main ones.

Q: What Information Does a Member Have to Give for a Request:

A: You will need the following:

- Location(s) where you want to travel to.
- Dates that you are available to travel.
- How many people (adults/children) in your party.

Q: Will a Member be Contacted to Let them Know when They are Confirmed?

A: It is impossible to predict when your request will be confirmed as the flow of inventory and supply and demand are constantly changing factors. **It is very important to know that we will only call you when we have a week to offer you.** This is the general rule of exchange companies. No phone call does not mean we are ignoring you or you have been forgotten. It simply means the week you are looking for is not available at this time and we are diligently still searching.

Q: What is the Key to Successful Exchanging?

A: FLEXIBILITY... Is the Key. Members that have the least success are those who only give one date/ resort/ location. Those who have the best results are **flexible on travel dates and/or location**. If you ask for a specific resort rather than being open to comparable resorts, the odds of being confirmed will be reduced. Timeshare is a great concept, but the reality is you do not have the same flexibility as you do with a hotel. Think of it as a system of vacation home swapping rather than a hotel reservation system.

Q: If a Member Does not Get the Exchange they Want, Does that Mean the Exchange Company is at Fault?

A: Exchange companies are not the source or creators of space. Availability is based on several factors. Exchange companies manage the space that flows into the system, they do not create it.

Please keep in mind, as with a hotel or airline, there will be times that what you are requesting may be fully booked. In this instance, we will gladly offer you great alternatives, providing you and your family with a great vacation. Keep in mind, all space is limited and Subject to Availability

If you are requesting locations and seasons of extreme high demand, you are competing with many others for limited space. Flexibility with locations, dates, and placing your request far in advance will increase your chance of getting your request confirmed.

Q: Can a Member Request Units with Certain Views, like Ocean Views for Example?

A: Unfortunately No. Exchange companies have no control over what unit/view you will be placed in. Typically, the resort will assign units at check-in. Even if the unit you are trading into is a fixed week unit with a specific unit number, the resort still has the right to assign you any unit within the size category you are entitled to. If you are not completely satisfied with your assigned unit, you can go to the Front Desk and politely request a different unit. If they have availability, they are usually accommodating. Please keep in mind, when you stay at a resort where you don't have ownership, you do not have the same rights as at your home resort.

Please keep in mind that although SFX only works with high quality timeshare resorts, each resort will be a different experience. Every resort, (like everything else in life) will have its pluses and minuses. We ask you to try and focus on a positive overall vacation experience.

Q: Can a Member Bring more People than the Maximum Occupancy?

A: No. The resort has the right to deny you access to the unit if there are more than the permitted amount of persons. The maximum occupancy is primarily based on liability, insurance, local ordinance and fire codes.

Q: Can a Member Request more than One Unit Simultaneously or Consecutively?

A: As a general rule no. However, there may be odd exceptions. Because demand is generally greater than supply, most resorts will not allow you to have more than one unit because they want as many different families to experience the resort. In many instances, a one in four rule applies.

Example of a Correctly Submitted Request:

- A correctly submitted request would have a range of alternative, acceptable travel weeks.
- It would also contain more than one alternative choice of locations. The more possible dates and locations you add, the greater the possibilities for positive results.
- The request would be placed at least 9-12 months in advance for prime time. Lesser notice would be necessary for lesser demanded seasons.

Example of an Incorrectly Submitted Request:

When you place restrictions such as ...

- **One specific travel week only** (Instead of being open to a range of travel dates)
- **One location only** (Instead of opening up to alternative locations).
- **Name specific resorts only** (instead of opening up to any 5 Star rated resort)
- **Give less than 9-12 months' notice for high-season**
- **Request Major Holiday weeks only.**
- **Request multiple units.**

... you have placed an incorrectly submitted request. The above mentioned restrictions do not promote the possibilities for positive results. However, we will still diligently search for your request.

How to Place a Request:

Step 1: Decide where and when you would like to travel. Try and be flexible on dates and locations.

Step 2: Go to www.sfxresorts.com Member Login and Click "Vacation Requests".

After your request has been placed, a travel concierge will only call you when there is a match and a week to offer you. No call simply means what you are looking for is not currently available, and a search is still in progress for deposits and/or cancellations.

We will send you monthly communications about your request while in search mode.

Expectations...

Q: How Far in Advance Should a Member Place a Request?

A: **For prime time** and prime quality resorts, (which is typically Jan. through April and June through August), you should have your request in nine to twelve months in advance, if you can. You can place a request in much less time, but obviously the further ahead you place your request, the higher priority you will have. If you prefer to travel in the lesser demanded times, then we recommend getting your request in at least three to six months in advance. Keep in mind you can place a request right up until two days prior. The above advanced notice is recommended for better results.

Only give SFX an exchange request if you are sure about it, because if we find a match for exactly what you asked for, you will be automatically confirmed and charged the exchange fee. If we find a week that is close to what you asked for, (Dates and/or Location), and then we put the week On Hold and offer it to you. We understand that one's plans can change... if your plans change prior to being confirmed please contact us immediately to cancel the request. No charges are incurred at this point.

Try to avoid major Holiday weeks (Xmas, Easter etc.). These have the highest demand therefore the least amount of availability, which lessens the chances of results.

Q: Are Pets Allowed?

A: The general rule is no in the USA, and most other countries.

Cancellation Policies:

All confirmations are final. In the event of cancellation of your exchange, there are no refunds regardless of circumstances for services performed in searching and locating an exchange. If you cancel more than thirty days prior to your arrival, you will be given a credit for another week. If you cancel thirty days or less prior to arrival, you will only be given a credit for another week if a replacement guest uses your canceled unit. Travel Protection is recommended.

If for example you cancel a couple of days before check in, obviously it's too late for anyone else to use the unit. Unfortunately we cannot just give you another week. If you think of an exchange company the same as a bank, you can only withdraw what you have deposited. In this situation if we give you another week, then we are giving you two weeks for your one. Another way of looking at it is you would be withdrawing a \$3,000 value against a \$1,500 deposit.

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