

# Creative TrackResults

Add web based reporting software for your marketers and salesforce.  
Only we have it. They don't. We built it. Come get it.

[www.TrackResults.net](http://www.TrackResults.net)



Track VPG:	Get Live Reports:
Liners	Closing Percentage
Closers	OPC Deposits
Managers	Pending Deals
Podiums	Average Deal Size
VLO's	Cash Collection
Marketers	Cancellations
Premiums	Intelligent Manifest®
Lead Source	Import/Export Data

Report on any combinations above

# TrackResults

## Customer-Facing Team



Drew Reynolds  
Co-Founder  
&  
Chief Sales Officer

Sean Nickerson  
Co-Founder  
&  
Chief Marketing Officer

Todd Rodgers  
Co-Founder



Ryan Williams  
Vice President  
Business Development

Jesus Betanzos  
Dir. Business Development  
Latin America



Add web based reporting software for your marketers and salesforce.  
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Lead Source	Import/Export Data
Report on any combinations above	

- Eleven Built-In Roles & Security Permission Levels
- Check your Sales & Marketing Pulse Live Online 24/7/365
- Pinpoint Trends In Your Salesforce
- Guard Your Valuable Time and Information
- Create & View Custom Reports on the fly
- Easy to Use • No Installation or IT dept required



We know the complexities of the relationship between sales and marketing. You can't manage what you don't measure. Our database software provides a simple online solution for sales and tour reporting through a user authenticated web site. The Front-end is where your budget leaks. You already have back-office software to track owners. Complete the circle - close the gap and empower your Front-end Salesforce and Marketers to be efficient. Technically... Your Tours Start Here. Connect with us today by calling Toll Free: 888.819.4807 or visit [www.trackresults.net](http://www.trackresults.net)

**TRACK←Results**  
*online software*  
.NET 2.0 Architecture



## USING BUSINESS INTELLIGENCE

TrackResults real time reporting and data mining allows you to make decisions at the speed of business. There is no need to install any software, hardware or get your IT department involved. Our web app is accessed via any web browser, just like Gmail or Yahoo.

We apply an analytical engine on your data, and then you start running reports immediately.

We realize that you already have mounds of data and static reports buried in databases and spreadsheets. We can help.

We get critical information to key personnel and protect it from others.

We make your reports easy to run and access. Every person in your organization can have limited, specified access to filtered reports they need to become more effective.

Stay ahead of the curve as your numbers change throughout the day.

TrackResults' menu driven application delivers actionable business intelligence.

*"It's intuitive and user friendly... We are very pleased with the high quality of their customer service... TrackResults is worth every penny of our investment. We have already recovered more than we spent."*

*-Villa Del Palmar*

## GUARANTEED RESULTS

TrackResults Sales reporting solution enables analysis by exception. We provide decision makers of multi location organizations a simple, uncomplicated, dummy proof way to decipher and analyze information gathered at each level.

Our BI tool helps aggregate, process and visualize data from disparate sources. Allowing decision makers to quickly identify and address trends or potential problems is critical.

**TRACKResults**

5442 S. 900 E. Suite 604 888-819-4807 T  
Salt Lake City, UT 84117 800-618-6568 F

[www.trackresults.com](http://www.trackresults.com)



## SECURITY - PAPER DATA IS NOT SAFE

**TrackResults Software has never had an incident of data integrity or loss.**

*TrackResults uses the 256-Bit encryption trusted by banks and financial institutions the world over.*

**Confidentiality** - Disclosure of sensitive data can result in loss or damage such as: identity theft, lawsuits, loss of business, or regulatory fines. Data that contains sensitive information must be protected from unauthorized users.

**People** - Authentication is the act of verifying a claim of identity. We use both discretionary and non-discretionary role-based permissions.

**Integrity** - Your data is the lifeblood of your business; it is your competitive edge. Knowing that your data is safe from both internal and external intruders and is in a secure state is of prime importance to both you and us. We provide confidence.

**Products** - Availability is paramount. We employ High Availability controls to ensure that your data is available at all times; preventing any service disruptions due to outages, hardware failures, and system upgrades. We remain available through cellular networks so you can always track results.

**Accountability** - Being able to trace the source of every data transaction. If there is a change in data value, there is a record of who, what, when and where data was accessed, altered or eliminated. All of this is accomplished in real time, by means of an audit, trail, or both.

**Procedures** - Intuitive controls and business rules ensure your information is reliable. Coded permissions using the principle of least privileges, gradually increasing from less to more. Apply separation of duties.

**Information security** - Protecting information and information systems from unauthorized access, use, disclosure, disruption, modification, perusal, inspection, recording or destruction.

TrackResults' suggested procedures are important to retain security; however it's possible to modify them so they conform to your needs.

## What is your business intelligence IQ?

We help you "raise the bar," and produce more from your teams. Make faster, smarter decisions, to positively impact your bottom line like every TrackResults client does.

*YOUR DECISIONS SHOULD BE DICTATED BY THE QUALITY OF YOUR BUSINESS INTELLIGENCE*

*Over 400 sales centers have tracked and analyzed over 20,000 sales professionals for performance gains.*





# “At A Glance” Dashboard

Use our Drop down **Date Range** menu to change the time period. “Yesterday”, “Last Week”, Last 30 Days, etc...

## MARKETING TOOLS

### Manifest

Easily view Bookings for Today, Tomorrow, and Day After

### Tours

How many Qualified, Courtesy, NQ's, and corresponding percentage(s)

### Showings

No Shows  
Gross Shows  
Net Shows  
Qualified

## SALES TOOLS

### Net Totals

Net Sales,  
Net Close%  
Number of Qualified,  
And Net VPG

### Net Volume and Cash Collection

A simplified view of the state of your company.

### Action Items

Cancel, Pending,  
and Credit Concerns

### Cancel Request Summary

See what's Assigned,  
In Progress,  
Unresolved,  
Saved, and  
Lost

**Marketing**

Manifest	Today	Tomorrow	Day After	Total
Sanjivay	64	100	49	213
Concord-CTC	0	35	21	56
Denver	15	17	8	40
Hamsparty	20	10	0	30
San Jose City	24	21	30	75

**Tours**

Tours	Qual	CT	CT%	NQ	NQ%
Sanjivay	796	127	16%	671	84%
Concord-CTC	210	47	22%	163	78%
Denver	140	10	7%	130	93%
Hamsparty	1	0	0%	1	100%
San Jose City	210	22	10%	188	89%

**Showings**

Showings	No Show	Gross Shows	Net Shows	Qualified
Sanjivay	1475	27%	574	43%
Concord-CTC	483	31%	314	65%
Denver	202	14%	146	72%
Hamsparty	0	100%	100%	100%
San Jose City	425	24%	293	69%

**Sales**

Net Totals	nSales	nClose	Qualified	nVPG
Sanjivay	291	37%	790	\$1,411
Concord-CTC	63	23%	218	\$504
Denver	57	35%	147	\$1,575
Hamsparty	1	100%	1	\$8,216
San Jose City	63	43%	214	\$1,706

**Net Volume and Cash Collection**

Net Volume	Cash%	Cash\$	Avg\$	nVPG
Sanjivay	33%	\$63,000	\$7,194	\$1,122,941
Concord-CTC	61%	\$124,262	\$5,267	\$205,303
Denver	39%	\$139,294	\$4,662	\$231,330
Hamsparty	100%	\$8,216	\$8,216	\$8,216
San Jose City	34%	\$139,362	\$4,109	\$144,112

**Action Items**

Appor Items	Cancelled	Cancelled	Pending	Pending	Credit
Sanjivay	82	\$765,658	18	469,771	10
Concord-CTC	25	\$43,425	0	60	0
Denver	7	\$11,470	0	\$40,325	7
Hamsparty	0	0	0	0	0
San Jose City	9	\$43,400	5	\$17,298	26

**Cancel Request Summary**

Cal Req	Unassign	Assign	In Prog	Unresol	Saved	Lost
Sanjivay	0	8	5	2	2	41
Concord-CTC	0	1	2	1	1	23
Denver	0	2	1	1	0	5
San Jose City	0	2	0	5	0	2

**NO OTHER INDUSTRY SOFTWARE DELIVERS LIKE TRACKRESULTS**  
 Help your legacy software perform better by applying TrackResults Analytics  
 Add our analytics engine to your  
 Merlin SVO or TimeShareWare (TSW)  
**www.TrackResults.com 1-888-819-4807**



**MISSION STATEMENT:**

TrackResults' mission is to provide the competitive edge to every team that wants to raise the bar and the next level of performance and profitability.

**CLIENT COMMITMENT:**

Our commitment to the client is to provide simple to use, highly effective sales and marketing business intelligence.

**ONLY TRACKRESULTS CAN:**

- Indicate why a campaign is succeeding or failing.
- Help you structure penders to ensure they "come good".
- Tell you which hostile entity is increasing cancellations.
- Indicate best liner/closer pairing based on demographics.
- Create your "DreamReports" with a click of the mouse.
- Determine why a VLO loses a certain type of purchase more frequently.
- Access over 10,000 ways to view reports on a secure website.
- Render a new report with new criteria, save and share report for future use within 60 seconds.

**TRADITIONAL REPORTING**

Static  
 Only shows past performance  
 Shows you what happened  
 Delayed investigation  
 Reactive business decisions  
 IT departments creates reports

**MONEYBALL ANALYTICS**

Dynamic  
 Show Real Time and predictive  
 Shows you why it happened  
 Immediate Investigation  
 Proactive business planning  
 Sales& marketing managers  
 create their own reports



**Increase VPG: Dynamic Reports:**

- Liners Closing Percentage
- Closers Cash Collection
- Managers Pending Deals
- Podiums Deal Size
- VLO's Cancellations
- Marketers OPC Deposits
- Premiums Intelligent Manifest
- Lead Source Import/Export Data

The combinations are endless



# Word on the street...

**"It's intuitive and user friendly... We are very pleased with the high quality of their customer service... TrackResults is worth every penny of our investment. We have already recovered more than we spent."**

- Director of Sales Villa Del Palmar

"After comparing the different software solutions available for timeshares, we decided to sign up with TrackResults analytics which our current timeshare software was unable to provide. TrackResults is **the most cost-effective and results driven reporting solution in the market today.**"

- CEO Newport Beachside Hotel and Resort

**"We used TrackResults for years, and we love it. We came very close to contracting with SPI long term. We actually went to Florida to train on their new Orange system, found it too difficult to use, not as flexible for our specific needs, and missing many built in intelligence features TrackResults provides. We wont give up our TrackResults."**

- Operations Director  
MidWest Outdoor Resorts

We Gladly recommend TrackResults as our decision support software, which we are sure will set the standard with its technology, service and innovation, as the **most effective sales and marketing solution for the vacation industry.**

- Executive VP International Sales VIDA Vacation Club

I have been in this industry for 25 years and I am excited to see someone **addressing the largest need in the industry Real-Time Business Intelligence Reporting.**

- VP ETour Pro, DirectBuy Tour Generator

"ITC has used TrackResults for over 4 years. This service saves us so much time, confusion and arguing over our weekly results and billing. **We would be in the ice ages if not for this service.** Thank you TR."

- Operations Director ITC Inc.

**"It is Flawless** software for our industry; by far the best on the market. I occasionally try to challenge it and it passes with flying colors every time!"

- CEO Sea to Ski Vacations

"TrackResults is terrific, **the support is awesome!** It enhances our business model and improves the success of our company. I have used TrackResults on-line reporting for years, and **I always refer new clients to them when I discover the client is still using Excel spreadsheets.. tsk tsk.**"

-CEO Vacation Grand Getaways

**"TrackResults is the Facebook of sales and marketing.** It is real time and provides instant feedback. Exactly what you need to monitor your two largest investments. Sales and marketing. **It is an invaluable tool and a must have for the person paying the bills for your marketing and sales. I couldn't imagine running my marketing without it. It saved me thousands of dollars every month.**"

- CEO Condominium Travel Club

TrackResults is a MUST for any company trying to improve sales efficiency. **I haven't found a better way to analyze sales effectiveness yet."**

- President Global Travel Network

"It is very user friendly...**saves me literally hours of time** compared to how I was doing it. Thanks for the help!"

- GVN Global Connections Distributor

"With the rapid changes in technology and the need for resorts to work more efficiently in today's economic climate, companies such as **TrackResults Software are essential to the growth of the industry.**"

- President and CEO Perspective Magazine

At Travel To Go we give our Distributors all the tools for success including the very best in technology. **When it comes to Sales and Marketing that technology is "TrackResults".**

-President Travel To Go

It's amazing how often I would have made an incorrect business decision, if I didn't have Tracks to reference first. With TrackResults, **I make smart decisions that I can depend on to be accurate.** I would recommend it to anyone who does not have a specific Business intelligence.

- President JW Worldwide



## 4 MILLION TOURS HAVE PROVEN THAT OUR APPLIED SCIENCE MAKES MONEY! ANALYTICS IS YOUR **MONEYBALL**

- **\$1,984,232,000** sales (Dollars) volume produced using TrackResults intelligence.
- **3,783,452** timeshare and travel club tours manifested
- **82,251** report combinations and permutations available selecting only 4 attributes.
- **20,287** timeshare and vacation club professionals have been tracked
- **8,875** unique TrackResults users.
- **5,869** active industry professionals currently being analyzed for performance
- **5,167** mail, daydrive, and OPC marketing venues rated
- **451** unique sales locations & call centers accessed our manifests.
- **82** domains deliver TrackResults marketing intelligence
- **58** attributes you can isolate or combine for instant intelligence
- **11** TrackResults Certified Tour generation companies.
- **7** company professionals that assist you.
- **1** day required to train your whole team
- **.01%** tolerance for bugs, slugs, lame reporting, and complacency.
- **ZERO** The number of industry companies with our analytics capabilities.





**Somewhere** in a pile of 38 pages of reports, 14 emails, 18 spreadsheets there's...

a marketing campaign that's profitable

an OPC location that needs to be utilized more

a closer that should have more shots, and

a marketing agent that should have more phone time.



**Reading** your data is easy!

The **hard** part is turning your data into actionable analytics.

**TrackResults** reporting will do that for you.

log on to  
**[www.TrackResults.com](http://www.TrackResults.com)**  
for a free demo today!



## What do all of these industries have in common?

Money Management  
Hollywood Film  
Stock Market  
Insurance  
Casinos

Politics  
Airlines  
Military Advisors  
Professional Sports  
Search Engine Optimization



They all **rely heavily** on **ANALYTICS AND STATISTICAL PREDICTION** for pricing, performance, and adjusting to changing market conditions. There is always very talented coaches behind the scenes feeding information to the talent out front. Coaches are Analysts!  
**WHO'S COACHING YOUR TEAM?**

**ARE YOU WILLING TO LEARN?  
DO YOU REALLY WANT TO GET BETTER?  
SERIOUSLY?**

**TRACKResults**  
when you take business **SERIOUS**

visit [www.TrackResults.com](http://www.TrackResults.com) for a free DEMO!  
or call (888)819-4807 in the US  
or (998)557-3199 in Mexico





*cloud based business intelligence*

## What is TrackResults?

TrackResults Software business intelligence for timeshares and travel clubs, uses science to provide **maximum performance** on a **minimum budget**.

Easy to use drop-down menus let you create live or historical analytics, **instantly!**

Case studies prove companies that apply our software and analytical engine to their data-base see a minimum **5000% ROI**.

◆**Simple to use - No geek skills necessary**◆



**Leveraging The Cloud's Power**  
Unmatched reliability and speed for business continuity. Only pay for what you use!



**Business Intelligence**  
Instant actionable intelligence at the speed of business.



**Vacation Ownership Specialists**  
We always know the "State of the Industry" because we help define it.



**Unlimited Reporting**  
Over 10,000 built-in reports on your business. Slice and Dice data. Unlimited users for a flat rate!



**Analytics On-The-Go**  
Keep a finger on the pulse of your business with your smart phone. Be the first to know!



**Software as a Service = Green**  
Reduce your carbon footprint and overhead costs at the same time!

[www.trackresults.com](http://www.trackresults.com)

1-888-819-4807





cloud based business intelligence

**TRACKResults** is

## THE VACATION OWNERSHIP INDUSTRY'S MONEYBALL

"Moneyball: the art of Winning an Unfair Game"

After losing 3 star players and having the lowest salary constraint, Oakland A's General Manager Billy Beane used advanced statistical analytics to build a team that set MLB records for most consecutive wins, and made it to the playoffs! They took "stats" and applied analytics to turn Major League baseball on its ear.

Case studies prove companies that apply our software and analytical engine to their data-base see a minimum 5000% ROI.

◆Simple to use - No geek skills needed◆



### Vacation Ownership Specialists

We always know the State of the Industry because we help define it.



### Unlimited Reporting

Over 10,000 built-in reports on your business. Slice and Dice data. Unlimited users for a flat rate!



### Analytics On-The-Go

Keep a finger on the pulse of your business with your smart phone. Be the first to know!



### Leveraging The Cloud's Power

Unmatched reliability and speed for business continuity. Only pay for what you use!

**Call NOW to see what TrackResults.com can do for you 1-888-819-4807**



## TrackResults Cloudware Application

Close the gaps and lags between Sales Force, Marketing Department and your Executive's decision making process. Strengthen your entire organization with dynamic analytics.

◆Trend spotting ◆Forecasting ◆Metrics ◆Moneyball

Identify what is profitable and what needs improvement. See it all on our easy to use Cloud platform that DOES NOT require an IT Department with nothing to install.

**Run your analytics in our Cloud**

# Log on **TODAY**

# [www.TrackResults.com](http://www.TrackResults.com)

# 1-888-819-4807



# TRACKResults

[www.TrackResults.com](http://www.TrackResults.com)

## Get Stronger!

Cloud Based Performance  
Enhancing Software for  
Sales & Marketing!

TrackResults Business  
Intelligence for Time Share,  
Fractional & Travel Clubs.



"We gladly recommend TrackResults as our Decision Support Software, because we are sure it will set the standard with its technology, service, and innovation. It is the most effective sales and marketing solution for the vacation industry"

*-International Sales Director, Vida Vacation Club*

"It's intuitive and user friendly... We are very pleased with the high quality of their customer service... TrackResults is worth every penny of our initial investment."

*-Sales Director, Villas Del Palmar Cancun*

"I have been in this industry for 25 years, and I am excited to see someone address the largest need in the industry: Real-Time Business Intelligence Reporting."

*-VP Marketing, E-tours*

[TrackResults.com](http://TrackResults.com)

For a FREE demonstration  
call or log on today!

888-819-4807



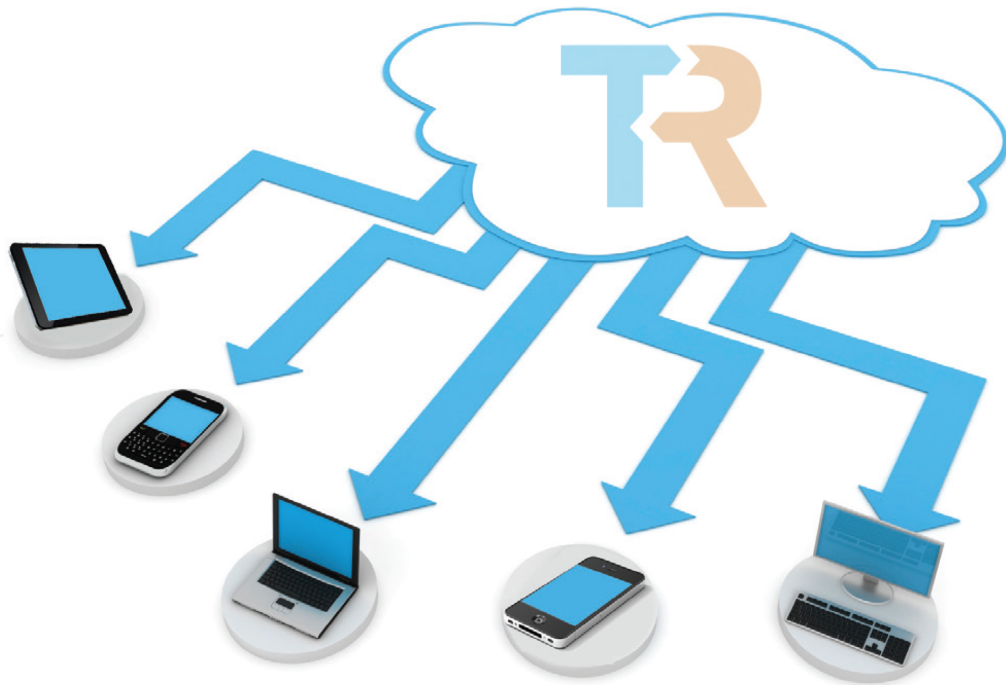
# TRACKResults

[www.TrackResults.com](http://www.TrackResults.com)

## Get Stronger!

**Performance Enhancing Cloud Based  
Software for Sales & Marketing.**

**Available on Any Web Enabled Device!**



**TrackResults Business Intelligence for  
Time Share, Fractional, & Travel Clubs.**

For a Free Demo Call or Log on Today!  
[TrackResults.com](http://TrackResults.com) • 888-819-4807



VISIT US AT ARDA - BOOTH 1021

GAIN INSIGHT ~ OPTIMIZE RESULTS



# IT'S TIME YOUR DATA MADE YOU MONEY



CLOUD BASED ANALYTICS AND REPORTING

FOR SALES AND MARKETING



5442 S. 900 E. Suite 604  
Salt Lake City, UT 84117

888-819-4807 T  
800-618-6568 F

[www.trackresults.com](http://www.trackresults.com)

\*CASE STUDIES HAVE PROVEN A VPG INCREASE HIGHER THAN \$1000

VISIT US AT ARDA - BOOTH 1021





TrackResults API can connect to any existing software system!

**Simple  
Powerful  
Easy  
Effective  
Data**

# TRACKResults

**SALES  
MARKETING  
ANALYSIS  
REVENUE  
TRENDS**



*Trusted by:*



[www.trackresults.com](http://www.trackresults.com) ~ 888-819-4807



# POWERFUL SIMPLE DATA YOU CAN FEEL



**TRACK**Results

For great business decisions

[trackresults.com](http://trackresults.com) : 888.819.4807



# BE CONFIDENT ABOUT YOUR BUSINESS DECISIONS

## POWERFUL

Make immediate, impactful, informed decisions when facing changes in your business.

## EASY

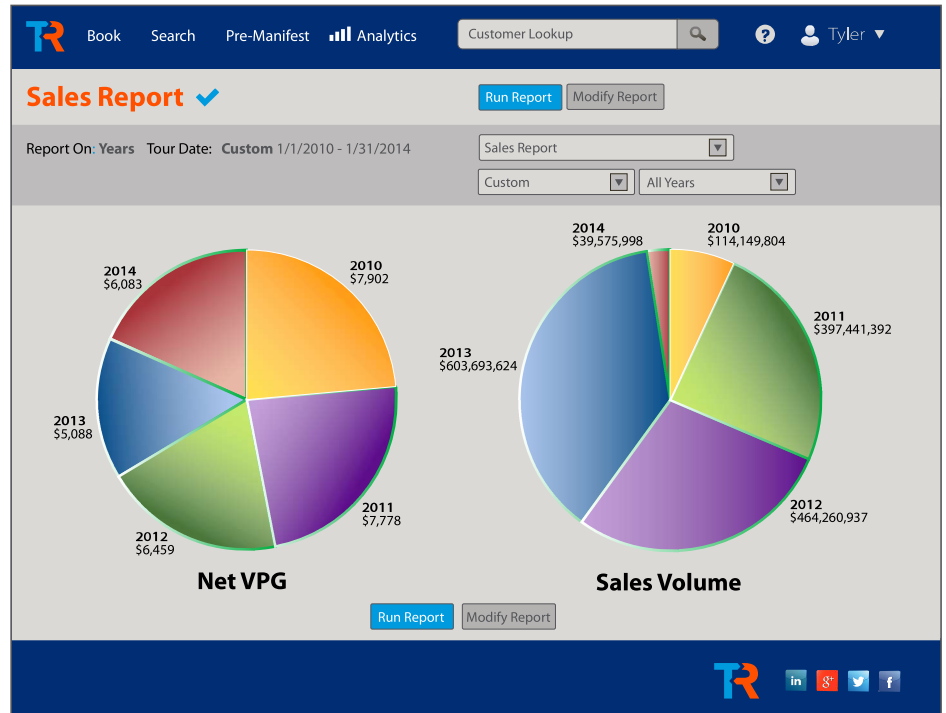
It's so intuitive. Non-technical users can run instant analytics with no formal training. Empower anyone in your organization to monitor and analyze business information easily.

## HIGH VOLUME

Over 25 million reports generated and analyzed in 2013.

## VISUAL

TrackResults has an array of visual components including pie charts, bar graphs, speedometers, and thermometers.



## GET INTO YOUR DATA

TrackResults enables user-driven ad hoc analysis. The software uncovers patterns and trends in the data, exposing opportunities to save resources or increase revenue. The simple-to-use report builder offers multi-level data filters. Interactive charts make the data come alive which brings a new depth of perception into your business.

## TURN YOUR INSIGHT TO ACTION

The insight provided by TrackResults becomes invaluable for decision makers. There is no need to be tech savvy data experts. Users can say goodbye to wasted resources and time. The days of wading through static reports to get results are gone. TrackResults provides fast, real-time data analysis so insights are actionable now.

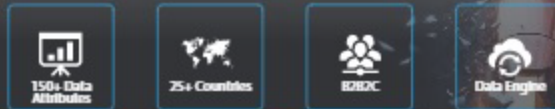


Don't Just Receive Information.  
**Transform it.**



Experience a new way

Complex Made Simple.



Applied Solutions  
Marketing Processes  
Interactive Reports

FINALLY!



Better Data Provides  
Better Decisions

Learn more about these and other  
Track Results Services at  
[TrackResults.com](http://TrackResults.com)

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## GLOBAL Leader

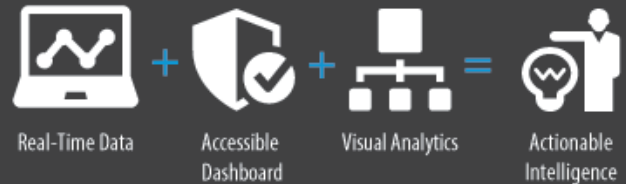
## INNOVATIVE Approach

### Data-Driven & Consultation Ready

TrackResults is a Global Industry Leader of data-driven business solutions that actually work and deliver a proven ROI. We use our proprietary reporting engine to expose inefficiencies in business processes. Our unique ability to identify patterns and performance relationships in two or three clicks gives organizations unprecedented access to actionable information. We offer our clients the power to understand their business performance like never before, allowing decisions to be made faster and smarter.

### Identify Challenges & Create Innovation

TrackResults feels your frustrations of not receiving valuable information in a timely and cost efficient way. We recognize your time is precious and know what it means to have departmental, and IT resources bursting at the seams. Managers endure countless delays, bandwidth issues, endless request forms, and development priority queues to see the information needed to make good decisions. TrackResults is the solution to these challenges by streamlining the entire process.



## AGILE Connections

## ADVANCED Solutions

### Integrations Provide Better Insight

TrackResults is versatile and flexible enough that it can integrate with almost any 3rd party system. Integration is essential to producing a streamlined and consolidated reporting system that will give you the KPI's and forecasted trends needed to make wise decisions accurately and confidently.

### Streamline Increases Efficiencies

TrackResults' reporting engine uses the raw data found in existing company reports to provide powerful insights instantly turning information into actionable intelligence. No IT project or resources required for implementation, saving scarce time and money. Now you have access to all of the information needed to make better decisions on your schedule. Access to real-time information gives our clients a competitive advantage allowing a much more agile approach in an increasingly competitive and fast-paced digital world.





2006

Latest News  
VegasVacations contracts TrackResults-Nov2011



Get Started Now

- 1 **What is TrackResults?**  
Easy to use performance Analytics for Sales and Marketing teams. Instant sales intelligence and marketing insight in real time.
- 2 **What do we get?**  
All your Dream reporting, 1000's of built in reports and Snapshot Dashboards to move from speculative decision-making to fact-based decision-making.
- 3 **Why now?**  
You have data you cant slice and dice yet! Here is a simple, uncomplicated, dummy proof way to decipher and analyze your information.

Features

TrackResults Announces Record Month of July Signing Seven New Clients Delivering Sales Analytics to 19 Sales centers



TrackResults Clients State of Industry

2012

Last Month ( September 2013 )  
**Average VPC Net Processable**  
( +200 sales centers )  
Timeshare \$3,288  
( approx 12,000 Tours )  
TravClubs \$1,007  
( approx 8500 Tours )  
(excludes panders.com, good.equities.trade-ins)

Subscribe to our newsletter for updates. [Click Here!](#)

- 1 **What is TrackResults?**  
Easy to use performance analytics for Sales and Marketing teams. Instant sales intelligence and marketing insight in real time.
- 2 **What do you get?**  
All your Dream reporting, Thousands of built-in reports and Snapshot Dashboards to move from speculative decision making to fact-based decision making.
- 3 **Why now?**  
You have data you cant slice and dice yet! Here is a simple, dummy-proof way to decipher and analyze your information.

# Intelligent Business Intelligence

Our tools make companies money by providing advanced analytics in a simple way for real-time, fact-based decision making.

2016

[View 2016 Charity Poker Tournament Photos](#)

