

Press
TrackResults

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





April '08 – New Features Added- TrackResults rolls out v4.1.0.35

April 10, 2008 /by [Sean Nickerson](#)

TRS rolled out a major upgraded version this month, v4.1.0.35 to many clients. This upgrade was implemented in the wee hours of the morning, with our servers offline for about 30 minutes. It was amazing to notice how many users called at 3am, wondering why TrackResults was “down”. It’s 3am guys .. go to bed !

The upgrade includes:

- **NEW:** Comparative Reports – View Week, Month, and Year to Date Side-by-side.
- **NEW:** “Report by” feature – Provides reports by Gift, TourTime, Day of Week, GuestType, and much more.
- **NEW:** Manifest Tab displays TourTimes Summary.
- **NEW:** Click through links to Tour Reports and Update Tours feature direct from the new Manifest Tab features.
- **NEW:** Update TourStatus on multi-selected tours all at once.
- **NEW:** Custom Export Criteria – Now you can select specific tour records for Export to Excel.
- **NEW:** Date Picker on search page retrieves dates instantly now from your local system bios – (ps. make sure your local machine has today’s date correct! lol)



TrackResults Software and VIDA VACATION CLUB develops “Verification Loan Office VLO module 1.0”

December 06, 2010



The 1st ever software of its kind, VLO 1.0 provides Business Intelligence that can reduce cancellations, improving save percentages, and increase overall customer satisfaction

SALT LAKE CITY, UT (December 6, 2010) — Vida Vacation Club, The new label with enhanced service for the Grupo Vidanta timeshare giant, recently deployed TrackResults Software (TRS) version 5.5.22 to its largest sales center in Mexico. Version 5.5.22 contains a custom built VLO module version 1.0 designed specifically to improve new sales retention, and reduce rescission by profiling the reasons deals try to unwind, and identifying the resources best suited to rewind them.

TRS specialists trained and brainstormed with everyone in Nuevo Vallarta to put the best processes in place according to their business rules.

Vida's Member Services dept. is now prepped for speeding up and improving new member experience and service using the TrackResults Software custom designed VLO module. Due to TRS SaaS analytics and Business Intelligence engine providing up to the minute reports, specialists at Vida will now be able to escalate high priority tickets to the person most capable of addressing the issue.

VLO's at Vida can now report on dozens of factors affecting cancelation rates thereby improving retention of new sales.

Testimonials from key personnel, at the International Sales conference held in October 2010 in Chicago, stated the company is generating or saving “literally millions and millions of dollars each year, using the TrackResults Business Intelligence platform.”

From the Marketing depts. up thru the Sales depts., and VLO depts., to the desk of the corporate Directors, everyone is on the same page, and making faster, smarter business decisions.

Says Chief Technology Officer, “You guys seem less like a software company, and more like expert consultants who truly understand our process, and use your software as a tool for intelligence...”



TrackResults Software Deployed a New Version which includes the all new API

February 02, 2012



SALT LAKE CITY, UT (February 2, 2012) —
TrackResults Software v.6.0.26 was developed in
conjunction with Newport Marketing in Miami, Florida.

Newport Marketing is now connecting their CRM and administrative softwares to TrackResults via the first TrackResults API.

This feature enables Newport Marketing to combine the power of TrackResults' analytics for timeshares with their administrative and CRM software. This is accomplished through a seamless two-way synchronization of tours and sales. New records and any changes done on the CRM are automatically updated in TrackResults, and vice versa.

The consultants from TrackResults met with the principals from Newport Marketing and strategized how TrackResults' analytical capability could bring Newport Marketing's Business Intelligence to the next level. This meeting resulted in Newport Marketing taking advantage of 21st century technology utilizing the API built by TrackResults. This new technology instantly allowed Newport Marketing to improve work flow. Newport Marketing is able to use TrackResults' SaaS Business Intelligence Engine for Timeshares to provide up to the minute reports. Now their staff is also able to stay on top of their administrative, CRM, and reporting software through the seamless communication between all of their vital systems with ease.

About TrackResults

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Reporting, and Digital Manifesting it is accessible via any web-browser, or web enabled device. The TrackResults Software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 60 sales forces in the vacation ownership industry across North America. TrackResults Software is a member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council.





Contact: Sean Nickerson 888-819-4807

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DRAFT FOR RELEASE

TrackResults Software and Merlin Software Agree to Build API for seamless integration

(February 7, 2012) – SALT LAKE CITY –Two of the vacation ownership's primary cloud based software company's have agreed to join forces to build an Application Programming Interface (API) which will make Merlin more beneficial for business applications and allow TrackResults Software to deliver web based contract and financial models to its clients.

TrackResults is known in the vacation ownership industry for its easy to use Business Intelligence application offering performance analytics for Sales and Marketing teams. Providing instant sales intelligence and marketing insight in real time, TrackResults offers dashboards to aid fact-based decision-making in the sales and marketing arena. Its strategic partner Merlin, based in South Africa, provides a range of integrated management systems including Point of Sale/Merchandising, Accounting, Payroll, eCommerce and Multi-Site Management modules.

According to Merlin CEO Mike Pnematicatos, "We have been talking to Todd Rodgers and Drew Reynolds from TrackResults for a number of years now and watching their progress as they became the premier reporting tool for sales and marketing activities. TrackResults is a logical "add on" to our Merlin offering and compliments all the features that we have in Merlin. As well TrackResults will benefit from Merlin's robust contract processing and commission/payroll modules. The ultimate beneficiaries of this integration will be the clients of both Merlin and TrackResults."

While Merlin can now benefit from TrackResults' cloud based Business Intelligence applications such as digital manifesting, a vast array of ways to view historical reports, custom report builders, metrics measuring, tour flow and revenue forecasting, the benefits for TrackResults are equalling compelling.

Founding partner Drew Reynolds says "We are very excited about being able to offer a more flexible product that will encompass more sections of our clients' business. We are also pleased to be able to offer current and future clients of Merlin our amazing tools that will bring a huge benefit to their business, increasing revenue while controlling costs."

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For more information on TrackResults Software contact them at sales@trackresults.net or by phone 1-888-819-4807 or visit www.trackresults.com to arrange a demonstration of the software. You can also find further news and information at www.facebook.com/trackresults or follow them on Twitter @Track_Results.

For more information on Merlin Software for Vacation Ownership contact Mike Ashton by e-mail at mikea@quickmerlin.com, by cell/mobile at +44 (0) 7753 910788 or visit www.quickmerlin.com to arrange a full demonstration of the software.



TrackResults Software Signs Freedom Travel Who Deployed TrackResults Business Intelligence for Travel Clubs

February 14, 2012



Salt Lake City, UT (February 14, 2012) — Freedom Travel has deployed TrackResults Software for Travel Clubs.

Freedom Travel, a well respected travel club, based out of Celebration Florida, is now online running performance analytics for its sales centers. Freedom Travel has joined the growing ranks of companies that are using TrackResults Software for their Business Intelligence.

Drew, the co-founder at TrackResults Software, was excited to talk about adding Freedom Travel, and had this to say about doing business with them:

“As the leading provider of Business Intelligence for Travel Clubs, we’re thrilled to add Freedom Travel to our growing list of travel club clients.”

TrackResults Software provides the technology for companies, such as Freedom Travel, so they may enjoy features such as: digital manifesting, data mash-ups, and utilizing technology to identify best practices.

Steve E., Freedom Travel's Project Director had this to say about joining TrackResults, “Track Results gives us the ability to fine tune our operation. Our staff finds it very simple to use, yet the detailed information saves us dozens of hours of valuable time.”

Good luck and welcome to TrackResults Software for Travel Clubs.





TRACKRESULTS and 20,287 Timeshare Industry Professionals....

February 19, 2012 /by Sean Nickerson

How many people does it take to generate 2 BILLION dollars in net sales?

(all numbers are approximate, using End date Dec 31, 2011)

\$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 Marketers.

7 company professionals that assist you.

1 day required to train your whole team.

.01% tolerance for bugs, slugs, lame ass reporting, and complacency.

ZERO The number of industry companies with our analytics capabilities.



For Immediate Release

TrackResults Software has Deployed a New Website at www.trackresults.com.



Salt Lake City, UT – April 23, 2012

TrackResults Software has Deployed a New Website at www.trackresults.com.

The vacation ownership industry now has access to a site that is easier to use and navigate.

TrackResults Software's newly designed website went live on April 4, 2012.

The launch of the new website boasts a modern and colorful design. With simplicity in mind, we designed the website to feature the three main things readers want to know. The new site clarifies who we are, what we do, and why we do it. We also included an informative blog that we update regularly. One of the most prominent new features is the clear presentation of what TrackResults does, how it operates, and why companies can benefit from our software. The reader can see that TrackResults leverages the cloud's power, our Business Intelligence capability, SaaS, unlimited reporting capability, and that we provide analytics onthego.

A new special feature of the website is "TrackResults Clients State of Industry" report. It is available 24/7 directly on the homepage. The State of Industry report is broken down by month, showing the average VPG of both Timeshare clients and Travel Club clients. We encourage everyone to check back often to compare how they rate against the industry average.

The website's user-friendly nature provides users with more efficient access to the organization's resources. Some other improved features include larger font and better color contrast, all of which makes it easier to read and navigate.



For Immediate Release

TrackResults Software has Deployed Version 6.1.0



Salt Lake City, UT – May 10, 2012

TrackResults performance – V6.1.0.x releases upgrades under the hood.

TrackResults is always investing in better infrastructure and performance for our clients. It is not always about features, it's also about portability, mobility and connectivity.

What has changed isn't readily visible, however, under the hood; a lot of performance tuning has been applied. Here is a partial list of what has changed:

- Data security can now be customized on an install-by-install basis.
 - Security roles can now have their nicknames changed or be completely removed from the user interface.
 - NEW USER ROLE! Sales Dashboard role is available for deployment to all installs.
 - All user-pick lists have better filtering and type-ahead for speedy picking.
 - Tour statuses labeled "Unscheduled" are automatically excluded in all reports except for Marketing Detail Report (MDR), Call Center Detail (CCD) and Tour Status Efficiency (TSE) reports.
 - The search bar is defaulted to partial-match searching, instead of exact match, giving wider, less filtered results (e.g. searching "joh" will return "John, Johnson, Johnny").
- The search bar now includes the guest name and the secondary phone number fields. The search bar can be customized by install to search for a date range, to find full matches only, and to exclude searching sales info such as purchase ID and contract number (for marketers only). The more you filter, the faster the results are returned.



In testing, a text string search of nine combined fields, on two million records went down from an average 14 seconds to about 2.6 seconds, reducing the return time by 11.4 seconds. We are the vacation ownership industry's only easy-to-use provider of performance analytics and instant report builder. Any clients noticing performance changes, (positive or negative experience) are encouraged to comment using the Contact Us form which can be found on our website via www.trackresults.com.

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For more information, press only:

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For more information on TrackResults Software

<http://www.trackresults.com>



TrackResults and others give back – Send Me On Vacation (SMOV) Charity

TRACKResults



May 2012 : TrackResults and SFX Resorts in conjunction with **"SEND ME ON VACATION"** (SMOV) at the C.A.R.E. conference in St Petersburg, FL, helped present 10 CD players and headphone sets to the "A Music Therapy CD Library" at the : **Susan Sheppard McGillicuddy Breast Cancer Center St. Anthony's Hospital**

SMOV is an organization dedicated to providing women fighting breast cancer who have undergone treatments a vacation to "rejuvenate their body, mind and spirit." For more information on Send Me On Vacation including how to donate or volunteer contact Cathy Backus cbackus@sendmeonvacation.org

TrackResults and SFX resorts manufactured **60 custom PINK polo shirts** embroidered with sponsors' logos for the event, provided to anyone willing to show up and support this worthy cause. Additionally, SMOV awarded a cancer survivor with a completely free vacation. More than 60 people from the The Cooperative Association of Resort Exchangers attended and participated in providing benefits to these survivors.

According to SMOV's website, Many women who have experienced treatment for Cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin. The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to **CELEBRATE LIFE!"** *Cathy Backus, Co President of SMOV and her teams of dedicated candy strippers worked tirelessly to fund this event.*



For Immediate Release

TrackResults Software Welcomes Preferred Guests, LLC



Salt Lake City, UT – June 15, 2012

Last week, TrackResults Software welcomed their newest client from Honolulu, the marketing company Preferred Guests, LLC. They can now engage in the performance-tracking analytics and digital manifesting that will help their company's success grow, and give them time to focus on greater business areas.

Matt C. of Preferred Guests said, "For years I've been using an elaborate sequence of custom spreadsheets to manage dispatch, reception, gifting, and payroll. While it did the job, it was over complicated and made it difficult to train others. That all changed when our marketing company started providing tours to a club that was using TrackResults. By seeing how easy it is to input marketing data, how well it organizes it and the myriad of reports and statistics that it creates, the choice to ditch five different Excel files and go with TrackResults was easy. Thanks for significantly cutting my work load!"

"We are happy to have lightened Matt's work load. Preferred Guests is just the latest company to discover the benefits that using TrackResults provides to both Marketing and Sales," said Sean Nickerson, Co-Founder of TrackResults software.

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Global Vacation Network-VPG is Higher Than Ever with TrackResults!



Global Vacation Network (GVN) opened its seventh permanent location this week.

Steve A., the Executive VP of Sales says, "I love the fact that I track six cities at once from my iPhone. I fly all of the time, crisscrossing the country, and although I get a nightly end-of-day phone report of the day's activities from my PD's, I already know the numbers before they call. With this information and preparation I am prepared to question certain things, and be proactive during the call"

"Recently, we terminated running our legacy dual systems, because TrackResults Software does it all for us. Until recently, we were not really aware of how powerful and indispensable TrackResults truly is. We thought that it was just a manifesting and reporting tool, but we out that the analytics are amazing. Our VPG is currently the highest it's ever been. We are breaking record highs due to decisions and changes we have made by running analytics with TrackResults Software."

Drew Reynolds Co-founder of TrackResults said this about GVN record breaking VPG. "We love to see what happens when companies take the time learn how the analytics can be put to use they create exceptional results."

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Club Land'or Nassau, Bahamas brings TrackResults Online



August 2012:

Club Land'or has selected TrackResults for analysts in the timeshare industry that are taking performance statistics to the highest possible level. The club actually won an auction held at the last C.A.R.E conference by outbidding competitors to receive an initial setup of the TrackResults online database.

CoFounder Drew Reynolds said this about Club Land'or winning the set-up fee in the auction. "This unusual marketing experiment, where the client paid exactly how much they chose to bid. TrackResults received leads that were immediately willing to sign on the dotted line, as well as a recurring revenue contract with Club Land'or., It's a real win, win for everyone."

Club Land'or COO G. Eyler said, "We are very excited to have the system in place." Training was completed 100% remotely during a single day of webinars and video meetings, further emphasising the technology strides TrackResults brings to the industry. The local sales office as well as the complete OPC and mini-vac team immediately started manifesting tours. We are very excited. The whole set-up went off without a hitch.

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LloydShare Annuities Giant chooses TrackResults analytics



Lloydshare Limited Incorporated, the premier provider of Vacation Ownership linked Deferred Annuities, completed setup and training this week at its international headquarters in Puerto Vallarta.

Established in 2002, Lloydshare Limited Incorporated pioneered the concept of offering a Vacation Ownership linked Deferred Annuity. Until Lloydshare, the practice of deferred annuity was relatively unheard of in the United States, but was rather commonplace in European countries. Offering deferred annuities to vacation ownership members becomes a win-win situation for the member and the resort. Lloydshare's current portfolio of host resorts includes over 45 vacation ownership properties.

Jesus Betanzos of TrackResults VP Business Development for Latin America says:

"Lloydshare, by expression is clearly an analytics minded company, involved with annuities and actuary tables, which require extremely complicated formulas of predictive results. Their client base is broad, and we expect quite a bit of cross marketing to take place as both companies [TrackResults and Lloydshare] are noncompetitive with and complimentary to one another. Lisette, the Chief Office Manager, runs a tight ship, and we were impressed with her broad skill set, and assistance in customizing the application to fit the needs of a new vertical for us."

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For immediate release:

Travel To Go and TrackResults announced today an agreement to provide Travel To Go distributors enhanced business intelligence.



TRACKResults

October 11th 2012

TRACKRESULTS AND TRAVEL TO GO JOIN FORCES TO DELIVER SUPERIOR ANALYTICS TO INDEPENDENT DISTRIBUTORS

Travel To Go and TrackResults Software announced an agreement to provide Travel To Go distributors with a business intelligence solution. TrackResults implemented and deployed an enhanced global cloud based platform accessible to the current base of approximately 30 independent Travel To Go distributors who own and operate sales centers internationally.

Previously, many Travel To Go distributors maintained an independent contract and cloud based domain with TrackResults software, resulting in a duplication of efforts and costs. Travel To Go used their collective buying power to access preferred pricing and contract a long term agreement on behalf of all of their distributors. This single seat administration, encompassing over 30 Travel To Go sales centers, offers distributors a higher level of support that typically is beyond the reach of an individual distributor.

This global installation versus the traditional segmented model of a distributor network offers distributors the opportunity to leverage and apply analysis gained from one market to another. Travel To Go will be able to assist its distributors with business intelligence from the company's national benchmark perspective as well as a local viewpoint. While this deployment does not allow any single distributor access to another distributor's data or business intelligence, it does allow for a broader understanding of patterns and trends so each distributor can capitalize on each other's efforts.

TrackResults business intelligence offers Travel To Go an at-a-glance ability to provide intelligent answers to questions such as:



- How does this tour generator perform in a local market versus nationally?
- What is the historic sales production or market penetration of a geographic area?
- Where can we improve our performance compared against other distributors as a whole?

Travel To Go is committed to the continued success of each distributor. That is why under this agreement TrackResults will provide a monthly workshop to increase the knowledge base and analytical skills of all Travel To Go distributors.

Jeanette Bunn, President of Travel To Go said, “This exclusive agreement with TrackResults demonstrates our commitment to support our distributors by empowering them with the best tools for competitive productivity, in addition to the advantages that our superior membership benefits offer. The ability to provide our distributors with snapshot answers that are critical to their decision process is a competitive advantage in our recruitment and retention of independent distributors. We felt it made sense to make this investment for the success of our distributors, because when they win, we win.”

Todd Rodgers, Principal of TrackResults said, “Travel To Go is leading the pack in promoting cohesive awareness and cooperation rather than a culture of ‘every man for himself’ in the sales center. Travel clubs typically demonstrate support by enhancing the product rather than investing in tools that maximize a distributor’s marketing efforts. By making this investment, Travel To Go is centralizing the business intelligence gained from each distributor to create a national snapshot that allows each distributor to operate smarter, not harder, while driving closing rates higher and marketing costs lower.”

About Travel To Go

Travel To Go offers travel benefits and services to a loyal customer base of 50,000 members and is currently celebrating 22 years in the vacation and travel business. The company prides itself on its five star service standards and the achievement of its mission to “Making Dreams Come True.” For more information visit www.TravelToGo.com or call Jeanette Bunn at (800) 477-6331 ext. 108.

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For immediate release:

TrackResults announced today that Destination Request Services has deployed enhanced business intelligence for travel clubs.



October 18th 2012

Destination Request Services has contracted with TrackResults Software

Destination Request Services a distributor with Travel To Go is now using TrackResults for travel clubs. Training was completed in a few hours and they are already enjoying the benefits of the latest business intelligence for the vacation ownership industry. Benefits such as engaging in the performance-tracking analytics and digital manifesting that will help their company's success grow, and give them time to focus on greater business areas.

Philip F CEO has this to say about using "Trackresults helps us keep track of all our information in manageable way. It is a very efficient program that everyone in our industry should be using."

Drew Reynolds Co-Founder of TrackResults had this to say "It is great to see a company have such a strong support system for their vendors as Travel To Go. We are thrilled to help Destination Request Services increase ROI with TrackResults."

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For more information on TrackResults Software:

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For immediate release:

TrackResults announced today that Thor Corp has deployed enhanced business intelligence for travel clubs.



October 23th 2012

Thor Corp has contracted with TrackResults Software

Thor Corp, a distributor with Travel To Go, is now using TrackResults for travel clubs. Training was completed in a few hours and they are already enjoying the benefits of the latest business intelligence for the vacation ownership industry, such as engaging in the performance-tracking analytics and digital manifesting that will increase their company's success, and give them time to focus on other aspects of their business.

"Thor Corp decided to use Track Results after numerous good referrals from various companies that we know in the travel industry."

John T., Owner

Drew Reynolds, Co-Founder of TrackResults, had this to say "It's great to see a company like Travel To Go have such a strong support system for their vendors. We are looking forward to helping Thor Corp increase their ROI with TrackResults."

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YOU BRING YOUR TALENT. WE BUILD YOUR DREAMS.
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TODAY IS: Tuesday, February 04

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Thor Corp has contracted with TrackResults Software

TRACKResults

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For more information on TrackResults Software:

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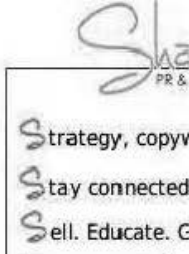


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For immediate release:

TrackResults announced today that Legacy Properties Group of Central Florida Inc. has deployed enhanced business intelligence for travel clubs.



October 30th 2012

Legacy Properties Group of Central Florida, Inc. contracted with TrackResults Software

Legacy Properties Group, the Grand Island based travel club, is now using TrackResults for travel clubs. Online in about an hour, they are already using the analytics engine to benefit their bottom line. Using TrackResults latest business intelligence for the vacation ownership industry, will allow Legacy Properties to engage in performance-tracking analytics and digital manifesting all designed to increase their success.

Tracey, Legacy Properties VP of sales, had this to say: "Legacy Destination chose TrackResults primarily for the comprehensive data analysis and tracking that was easily customizable to our specific needs. We looked at several options when making our decision and the choice was, well, VERY clear. There is no other track specific mechanism that does it all and the best part is in about an hour or less, my staff was trained and ready to work. We have seen an instant 60 - 80% increase in efficiency. There was simply no competition."

Drew Reynolds, Co-Founder of TrackResults, had this to say "I love it when a client uses all of the tools TrackResults provides, as Legacy Properties is doing. Our robust business intelligence engine will improve any company's performance when applied to their data. When our clients see the improvement in sales, it confirms we have built a great application, and we get just as excited today as we did when our first client saw improvements."



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Legacy Properties Group of Central Florida, Inc. contracted with TrackResults Software

TRACKResults

SALT LAKE CITY, UT (October 31, 2012) — Legacy Properties Group, the Grand Island based travel club, is now using TrackResults for travel clubs. Online in about an hour, they are already using the analytics engine to benefit their bottom line. Using TrackResults latest business intelligence for

the vacation ownership industry, will allow Legacy Properties to engage in performance-tracking analytics and digital manifesting all designed to increase their success.

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About TrackResults

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Analytics and Digital Manifesting, it is accessible via any web-browser, or web enabled device. The TrackResults Software SaaS platform is the first and only, Business Intelligence Software for Timeshare and Travel Clubs. It is used and trusted in over 200+ active sales centers across North America and the Caribbean. TrackResults Software is a member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council. Check us out on the web at <http://www.trackresults.net>, or call 888-819-4807. Don't forget to like us on facebook and follow us on Twitter.

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5 MILLION tours analyzed! Yes, we said 5,000,000.

February 4, 2013/ by Sean Nickerson

How many attributes does it take to generate **3 BILLION dollars** in net sales?

(all numbers are approximate, using End date Dec 31, 2012)

Last year alone TrackResults **added** the following growth factors to hit the aggregate milestones below: Our clients added \$920 million in sales, 1.2 million new tours, 2,927 new liners, closers , and OPC's working in 1,702 new venues, in 208 offices on 43 new domains.

\$2,905,680,000 (3B) sales (Dollars) volume produced using TrackResults intelligence.

5,039,238 timeshare and travel club **tours manifested**

82,251 report combinations available selecting only 4 of these attributes.

26,299 timeshare and vacation club **professionals** have been tracked

11,803 unique TrackResults **users**.

7,805 active industry professionals **currently** being analyzed for performance

6,872 mail, daydrive, and **OPC** marketing **venues rated**

659 unique **sales locations & call centers** accessed our manifests.

123 domains deliver TrackResults marketing intelligence

58 attributes you can isolate or combine for instant intelligence

13 TrackResults **Certified** Marketers.

7 company professionals that **assist you**.

1 day required to train your whole team.

.01% tolerance for bugs, slugs, lame ass reporting, and complacency.

ZERO ! The number of industry companies with our analytics capability.



World United Selects Track Results Because of Reporting Capabilities

TRACKResults

SALT LAKE CITY, UT (March 21, 2013) — World United Vacations, an exclusive membership program for people who love to travel has selected Track Results to provide business intelligence to its Sales and Marketing teams.

TrackResults is known in the timeshare industry for providing instant sales and marketing intelligence with insights delivered in real time. TrackResults provides dashboards and analytics to aid fact-based decision-making in the sales and marketing arena.

The owner and director of operations of World United (Gurnee, IL) says the decision to go with Track Results was based primarily on referrals from colleagues in the travel business who said **"Track Results is the best reporting software in the business. And it seems absolutely true."**

World United partners with SaveOnResorts is providing its discount vacations and travel packages.

Founding partner Drew Reynolds says "We are very excited about being able to work with a terrific company and help them become even more successful. The beauty of our software is that it offers real time data to better forecast sales strategies and analyze what works, who works well and with whom."

According to Sean Nickerson, another founder of the organization, "our software was built to accommodate sales and marketing operations from small boutique models to large global sales forces. We hear time and time again that what we offer is extremely affordable and valuable. We are proud our reputation is bolstered by enthusiastic users like World United."

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For more information on TrackResults Software contact them at sales@trackresults.net or by phone 1-888-819-4807 or visit www.trackresults.com to arrange a demonstration of the software. You can also find further news and information at

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TrackResults Founding Partner Becomes ARDA Chairman's League Member

SALT LAKE CITY, UT (April 2, 2013) — Drew Reynolds, founding partner of TrackResults, which specializes in Business Intelligence, Sales Reporting and Digital Manifesting for the timeshare industry, has joined the Chairman's League of the American Resort Development Association (ARDA).

Founding partner Drew Reynolds explains "joining the Chairman's League is a strategic decision on the part of the founding partners of our company.

It demonstrates our commitment to the industry

and helps to position us as the authoritative source for sales and marketing analytics. Our team has come from the sales and marketing ranks. Because of that experience we have a unique capability as a software company to show our clients how to hone in on their processes. We help perfect sales and marketing teams so our clients can increase profits. As members of the Chairman's League, we now have the opportunity to interact with the key decision makers who can use our services."

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. TrackResults' mission is to sharpen and provide the competitive edge to every team that wants to raise the bar, and get to the next level of performance and profitability.

The American Resort Development Association (ARDA) is the Washington D.C.-based trade association representing the vacation ownership and resort development industries (timeshares). ARDA has almost 1,000 corporate members ranging from privately held firms to publicly traded corporations with extensive experience in shared ownership interests in leisure real estate. ARDA's Chairman's League is a higher level at which professionals showcase their dedication to the industry.



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To meet with Drew Reynolds in the VIP Lounge at ARDA, or to schedule a short appointment at the ARDA World 2013 TrackResults Sales Results Clinic call 1-888-819-4807 or email sales@trackresults.net.

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TrackResults Conducts Sales Marketing Reporting Clinic at ARDA World

*Various Times Available at ARDA World 2013
Booth #1021*

TRACKResults

SALT LAKE CITY, FL (April 5, 2013) — TrackResults, which specializes in Business Intelligence, Sales and Marketing analytics for the timeshare industry, will hold Sales and Marketing Reporting Clinic during ARDA World 2013 at Booth #1021 on April, 9 and 10 at the Westin Diplomat Hotel in Hollywood, Florida.

TrackResults has held clinics at the CARE conference and several other industry gatherings. The software company has also held similar clinics for many individual companies upon invitation or request.

Appointments are being taken for the clinics scheduled Tuesday, April 9 (1:30 and 3:15 p.m.), as well as Wednesday, April 10 (10:30 a.m. and 1 p.m.).

"We invite those who want to "stop the bleeding" even those who are interested in augmenting sales and marketing and raise their VPG with increased closings to learn how they too can use our Analytics engine to access over 87,000 instant statistical reports on their tours, marketing channels and sales professionals," said Sean Nickerson, founding partner of TrackResults. "Our software identifies the best liner/closer pairings, optimization criteria for pending sales and helps identify unique circumstances that may make sales cancel."

"The 10-minute timeshare sales results clinic will get you on the road to recovery," says Nickerson.

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. TrackResults' mission is to sharpen and provide the competitive edge to every team that wants to raise the bar, and get to the next level of performance and profitability.

The clinics will be held at the annual convention of The American Resort Development Association (ARDA) is the Washington D.C.-based trade association representing the vacation ownership and resort development industries (timeshares).

To make an appointment email sean@trackresults.net or call 1-888-819-4807.

The TrackResults software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 200 sales forces in the vacation ownership industry across North America. TrackResults Software is a Chairman's League member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Mexican Resort Development Association, Cooperative Association of Resort Exchangers and The Utah Technology Council.

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On Demand Marketing Partners with TrackResults Software

PARK CITY, UT (June 7, 2013) — Phoenix-based On Demand Marketing which delivers pre-qualified prospects to sales presentations has partnered with TrackResults Software, the leading provider of Business Intelligence, Sales Reporting and Digital Manifesting.

TRACKResults

According to Juan Pineyro of On Demand "we decided to partner up with TrackResults, because we cannot find any data solution that even comes close to the raw power and flexibility we see in the analytics available within the TrackResults system. To be able to utilize such a comprehensive and polished system will enhance our ability to exceed our clients' expectations even further."

On Demand uses a combination of both outbound and inbound phone room technology, and state of the art direct mail processes to deliver prospects, to client's sales locations.

"We are always excited when a new client partners with TrackResults and we get a little more so when a client as VPG-centric as On Demand Marketing becomes a user. Using analytics to pin point peaks and valleys in VPG will help this first rate marketer become even more valuable to their clients," said Sean Nickerson Co-founder of TrackResults Software.

Pineyro says "all of our tour guests are pre-qualified and prepared to receive sales presentations based on each individual client's specific criteria. Our marketing techniques are uniquely tailored to eliminate the propensity of just booking tours for the sake of throwing bodies through the door. Our background has always been very VPG-centric. This association with TrackResults definitely helps us not to merely generate tour flow, but more specifically generate sales for our clients."

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GBG & Associates Engaged by TrackResults Software



SAN DIEGO, CA. (June 14, 2013) — TrackResults Software, a leading provider of Business Intelligence, Sales Reporting and Digital Manifesting has engaged the services of GBG & Associates, Inc. (San Diego) as its PR firm. GBG is a public relations strategy company specializing primarily in the resort industry.

With niches in industries that include vacation ownership, resorts, tourism and professional services, GBG has been involved in public relations and marketing strategy for more than 25

years.

"We selected GBG & Associates because of its stellar reputation in the shared ownership industry, a marketplace where we have been deeply involved for a number of years," said TrackResults founding partner Sean Nickerson. "Georgi Bohrod has already given us guidance on numerous aspects of our business development strategy and supported us in our efforts to educate the industry on the advantages of our software. We are full of passion for our analytics and software programs, and needed assistance in putting words to our enthusiasm. The people at GBG do just that."

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser, or web enabled device. The TrackResults Software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 60 sales forces in the vacation ownership industry across North America. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council. www.trackresults.com

GBG & Associates account portfolio includes ResortCom International, Breckenridge Grand Vacations, Fidelity National Timeshare, Travel To Go, Biscayne Hospitality, Occidental Vacation Club, Leisure Logistics, Architectural Concepts, Oombaga, Triton Timeshare Software, FARROW Commercial Construction, Grand Pacific Resort Management, Mobius Vendor Partners, CustomerCount© and A Fair Way Mediation Center to name a few.

GBG & Associates specializes in the seamless integration of multiple marketing and public relations toward the effective fulfillment of client business goals. Founded in San Diego in 1978 by Georgi Bohrod, the company has created and implemented a wealth of strategic marketing, advertising and public relations programs for hotels, timeshare resorts, resort developers, small businesses, service providers and travel industry corporations.

For more information on GBG & Associates please contact Georgi Bohrod at 619-255-1661, or Georgi@GeorgiBohrod.com Follow on Twitter @GeorgiBG, Facebook/GBG and Associates or visit the web site at www.gbgandassociates.com For more information regarding TrackResults go to www.trackresults.net

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TrackResults Software Announces Timeshare Industry Net VPG

TRACKResults

Salt Lake City, UT (July 9, 2013) -- TrackResults Software, known in the timeshare industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its May results for Average VPG Net Processable sales. Timeshare clients using TrackResults dashboards and analytics to aid fact-based decision-making in the sales and marketing arena report an average VPG (Volume Per Guest) of \$3764.00. Travel Clubs are coming in at \$1111.00. The figures exclude pending transactions which became good and trade-ins, as well as equities.

"We have surpassed our 200th sales center benchmark, and having recently passed the 2 million page views per month mark we are thrilled at the traction we are gaining." says Sean Nickerson, co-founder of the software company. "Since 2005, with the introduction of a commercial analytics product, TrackResults has accommodated both smaller boutique operations and large international sales organizations with sales analytics and marketing intelligence solutions at a price that is affordable to everyone."

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For more information on TrackResults Software contact sales@trackresults.net or by phone 1-888-819-4807 or visit www.trackresults.com to arrange a demonstration of the software.

Contact: Sean Nickerson 888-819-4807

Media: Georgi Bohrod (619)255-1661

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TrackResults Reveals Vacation Ownership Clubs Are Becoming Analytical Competitors

By: Keisha Hayden Date: July 16, 2013

Orlando, Florida – July 16, 2013 – (INTUITION by Perspective Group (<http://perspectivemagazine.com/intuition/>)) – TrackResults (<http://bit.ly/18kKZwj>), a cloud-ware business application that specializes in tracking the performance of sales and marketing professionals at timeshare resorts, recently participated at Mexico's leading vacation ownership industry trade convention.

The 27th Annual Asociación Mexicana de Desarrolladores Turísticos (AMDETUR) Convention was held June 19-21, 2013 at the Hilton Mexico City Reforma Hotel in Mexico City, Mexico. Referred to in English as the Mexican Resort Development Association, the theme for this year's event was "The New Era of Tourism – Capitalizing Vacation Ownership Opportunities".



(<http://perspectivemagazine.com/files/2013/07/todd1.jpg>) In addition to holding live demonstrations of the sales lead management software (<http://bit.ly/18kKZwj>) from their exhibit booth, Todd R. of TrackResults was invited to speak at the event, and as one of only a select few solo speakers, delivered an informative and inspiring presentation on the morning of the second day.

Fitting perfectly with the theme of the conference, Todd discussed the change that technology has had on the timeshare industry in recent years, especially because of advancements in sales management systems, and the levels of business intelligence now available to resort developers through their lead tracking system. For more information visit TrackResults.com (<http://bit.ly/18kKZwj>)

After succinctly explaining the definitions of several buzz words to the multi-lingual audience, Todd then progressed to show delegates real world aggregated data from a collection of TrackResults clients in Mexico. With this data, taken from the results of sales presentations, he showed that a resort developer, through easy to use reports, could determine who their most profitable customer was, where they came from, not just by country, but by state, or even city. It was also shown that not only are these statistics likely to change from one company to another, but also that they change quite dramatically between Eastern and Western Mexico, and so having your own customized and up-to-date reports should be an integral part of any marketing strategy.

The presentation concluded with examples of how tracking all aspects of a sales professional's results could improve performance, efficiency and ultimately increase a resort developer's volume per guest, thereby making them more profitable.

"AMDETUR is a great venue for us to support our clients in Mexico. This forum was our first exposure of timeshare marketing and analytics discussed cross-country, and opening dialogue with resorts to compare trends in timeshare sales of Eastern and Western Mexico. We look forward to hosting a panel next year at AMDETUR, to explore how Mexican developers are using business intelligence to gain Volume Per Guest (VPG) lift, and increase marketing yields. Special thanks to Carlos and Romarico for their support." Said TrackResults.

The presentation impressed the audience of industry developers, investors and vendors to the Mexican vacation ownership industry, and representatives from TrackResults were available for questions and more detailed demonstrations throughout the rest of the convention.

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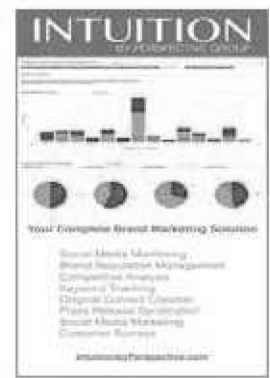
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TrackResults Reveals Vacation Ownership Clubs Are Becoming Analytical Competitors

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For more information on TrackResults Software visit <http://www.trackresults.net> or call +1 888-819-4807 or visit their Facebook page at <https://www.facebook.com/pages/TrackResults/130850720308862>

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TrackResults Software Announces Newest Client

TRACKResults

Salt Lake City, UT (July 29, 2013) -- TrackResults Software, known in the travel club industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its new contract with Empowered Partners. Empowered Partners is a travel club based in Las Vegas with additional sales centers in California and Washington.

TrackResults' leading data visualization software is used in sales analysis in more than 220 sales and marketing operations. The sales lead management system serves a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations.

The three principals of Empowered Partners, Rich Folk, Rick Recania and Bo Wilson say that TrackResults was recommended to them on a number of occasions as the leading tracking solution in the travel club industry. The sales management tool provided by TrackResults impressed Empowered Partners enough for them to start using the sales and marketing software nearly immediately.

"Once we had the opportunity to participate in a walk-through demonstration, it was an obvious choice," they said. "With over 70 years of combined experience among the principals of our company, we unanimously agreed TrackResults was the reporting system for us."

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of Data Visualization Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser or web enabled device. The TrackResults Software SaaS platform is the first and only Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 200 sales forces in the vacation ownership industry across North America. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDTUR and The Utah Technology Council.

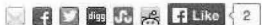
For more information on TrackResults Software contact sales@trackresults.net or by phone at 1-888-819-4807, or visit www.trackresults.com to arrange a demonstration of the software.

Contact: Sean Nickerson 888-819-4807

Media: Georgi Bohrod (619)255-1661

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Marketing Solutions has become a TrackResults "Certified Marketer"

TrackResults Software, known in the travel and hospitality industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its new contract with Marketing Solutions, a southern California based marketing company.

TrackResults' data visualization software is used in business process analysis throughout the vacation ownership industry. Currently trusted in more than 250 sales and marketing operations serves a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations. TrackResults provides dashboards and analytics to aid fact-based decision-making in the vacation ownership arena. The TrackResults Software SaaS platform is remains a pioneer in Business Intelligence Software for Timeshare and Travel Clubs.

Andrew Goodman of Marketing Solutions says that he used TrackResults at another company. "I have used TrackResults in the past and by far it is the most user friendly and efficient way to manage our OPC operations. I am very happy to be using it again."

Not only is Marketing Solutions utilizing the Business Intelligence software, they have also achieved the coveted status of TrackResults Certified Marketer. As a Certified Marketer a company may display the "TrackResults Software Certified" statement in their own advertising, which ensures sales centers that they are experienced with the blazing fast TrackResults software, and are qualified to immediately upload, manifest, and prefer to retrieve tour results from their own TrackResults domain website.

"It's great to see another client become a TrackResults Certified Marketer. We really enjoy when our software is able to automate operations allowing our clients more flexibility and redeploy their resources from data management to a more revenue centric focus," said Sean Nickerson, Co- Founder TrackResults

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. TrackResults is a pioneer in the industry, years ahead of its competition and a leading provider of Data Visualization Business Intelligence, Sales Reporting and Digital Manifesting. It is accessible via any web-browser or web enabled device. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR and The Utah Technology Council.

For more information on TrackResults Software contact sales@trackresults.net or by phone at 1-888-819-4807, or visit www.trackresults.com to arrange a demonstration of the software.

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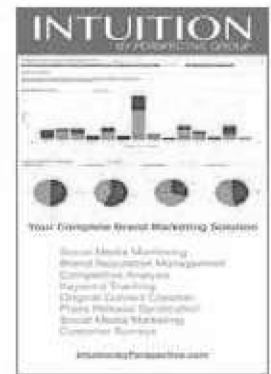
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TrackResults Announces Record Month Attracting Seven New Clients

By: Keisha Hayden Date: August 9, 2013

Orlando, Florida – August 9, 2013 – (INTUITION by Perspective Group (<http://perspectivemagazine.com/intuition/>)) – TrackResults, a cloud-ware business application that specializes in tracking the performance of sales and marketing professionals within the timeshare industry, sees continued growth at an accelerated pace.

In July 2013, the sales management system provider has announced seven new clients; a record month for the Salt Lake City, UT based Technology Company. These clients include; Empowered Partners, Millennium International, Preferred Travel Networks, United Reservations, OnDemand, Payless Vacations and TravelDeals Vacation Club.

"We decided to partner up with TrackResults, because we cannot find any data solution that even comes close to the raw power and flexibility we see in the analytics available within the TrackResults system. To be able to utilize such a comprehensive and polished system will enhance our ability to exceed our clients' expectations even further." Said Juan Pineyro of OnDemand, a lead generation specialist.

TrackResults software provides 10,000 built-in reports to enable clients to view sales and marketing team data in countless ways, providing invaluable sales analysis and business intelligence in real time while also offering predictive reporting based on historical performances.

Accessible as a web application on any desktop, laptop or mobile device, this powerful timeshare software and lead tracking system offers timeshare resort operators and suppliers the opportunity to really visualize sales and marketing personnel performance on an individual or team basis, identifying what's working as well as areas for improvement.

For more information on TrackResults Software visit www.trackresults.net (www.trackresults.net) or call +1 888-819-4807 or visit their Facebook page at <https://www.facebook.com/pages/TrackResults/130859730308862> (<https://www.facebook.com/pages/TrackResults/130859730308862>)

About TrackResults

TrackResults' cloud-ware business application has helped almost 250 sales and marketing centers track and analyze more than 20,000 sales and marketing professionals. The software is capable of tracking results of teams, organizations, sales-forces and marketing campaigns. Their mission is to sharpen and provide the competitive edge to every team that wants to raise the bar, and get to the next level of performance and profitability. For more information visit www.trackresults.net. (www.trackresults.net)

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Press Picked Up by the Wall Street Journal

November 17, 2013/ by Sean Nickerson



The Wall Street Journal news department was not involved in the creation of this content.

PRESS RELEASE | November 14, 2013, 11:30 a.m. ET

Top Timeshare Software Analytics Firm TrackResults Changes the Game of Timeshare

Top Timeshare Software TrackResults has permanently changed the industry of timeshare by providing real-time analytics data that aids sales and marketing centers in being as profitable as possible.

Salt Lake City, Utah - Timeshare Software TrackResults has permanently changed the way that timeshare developers process their sales data. Through the state-of-the-art real-time analytics software that TrackResults has developed, sales and marketing centers are able to better hone in on exactly what is effective when it comes to landing sales.

The nature of the game has changed - timeshare developers and marketers can no longer rely on their gut feelings as to why different strategies are working and not working when it comes to selling timeshare and vacation ownership. TrackResults provides sales and marketing centers with the detailed data they need to decide exactly what is working and what is hurting their sales. Oftentimes, success and failure can be attributed to the wrong reasons, but with the incredible cutting-edge performance-based analytics that TrackResults provides, there's no question that this is the top timeshare software in the world.

"Sometimes, you don't really know why things are working and why other things are not - you can't really put your finger on it," said founding partner Sean Nickerson. "TrackResults will put the finger on it for you."

Nowadays, analytics are everything. From the buying of stocks to sports lineups and horse racing, analytics are used to predict the outcomes of everything from the winner of a horse race to how well a pitcher will do against a specific batter. The timeshare industry is no different.





Contact: Sean Nickerson 888-819-4807

Media: Georgi Bohrod (619)255-1661

TrackResults Software Announces First New Client of the Year

Marketing Solutions has become a TrackResults “Certified Marketer”

Salt Lake City, UT (January 27, 2014) – TrackResults Software, known in the travel and hospitality industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its new contract with Marketing Solutions, a southern California based marketing company.

TrackResults’ data visualization software is used in business process analysis throughout the vacation ownership industry. Currently trusted in more than 250 sales and marketing operations serving a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations. TrackResults provides dashboards and analytics to aid fact-based decision-making in the vacation ownership arena. The TrackResults Software SaaS platform is remains a pioneer in Business Intelligence Software for Timeshare and Travel Clubs.

Andrew Goodman of Marketing Solutions says that he used TrackResults at another company. “I have used TrackResults in the past and by far it is the most user friendly and efficient way to manage our OPC operations. I am very happy to be using it again.”

Not only is Marketing Solutions utilizing the Business Intelligence software, they have also achieved the coveted status of TrackResults Certified Marketer. As a Certified Marketer a company may display the “TrackResults Software Certified” statement in their own advertising, which ensures sales centers that they are experienced with the blazing fast TrackResults software, and are qualified to immediately upload, manifest, and prefer to retrieve tour results from their own TrackResults domain website.

"It's great to see another client become a TrackResults Certified Marketer. We really enjoy when our software is able to automate operations allowing our clients more flexibility and redeploy their resources from data management to a more revenue centric focus," said Sean Nickerson, Co- Founder TrackResults



TrackResults Software Announces First New Client of the Year

TRACKResults

Marketing Solutions has become a TrackResults "Certified Marketer"

Salt Lake City, UT (February 3, 2014) — TrackResults Software, known in the travel and hospitality industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its new contract with Marketing Solutions, a southern California based marketing company.

TrackResults' data visualization software is used in business process analysis throughout the vacation ownership industry. Currently trusted in more than 250 sales and marketing operations serves a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations. TrackResults provides dashboards and analytics to aid fact-based decision-making in the vacation ownership arena. The TrackResults Software SaaS platform is remains a pioneer in Business Intelligence Software for Timeshare and Travel Clubs.

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Established in 2005, TrackResults Software is located in Salt Lake City, Utah. TrackResults is a pioneer in the industry, years ahead of its competition and a leading provider of Data Visualization Business Intelligence, Sales Reporting and Digital Manifesting. It is accessible via any web-browser or web enabled device. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDTUR and The Utah Technology Council.

For more information on TrackResults Software contact sales@trackresults.net or by phone at 1-888-819-4807, or visit www.trackresults.com to arrange a demonstration of the software.

Contact: Sean Nickerson (888) 819-4807
Media: Georgi Bohrod (619)255-1661

PRESS RELEASE SOURCE: TrackResults Software

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TrackResults Software On Track for Big Year

World Wide Travel Destinations Inks Contract

Salt Lake City, UT (February 6, 2014) – TrackResults Software is on track for a record breaking year according to Sean Nickerson, one of the founding partners of the growing company. TrackResults is known in the travel and hospitality industry for providing instant sales and marketing analytics with insights delivered in real time. The latest addition to TrackResults business analytic software raving fans is Connecticut based World Wide Travel Destinations.

“With World Wide Travel Destinations we have added another travel club to our roster. At this point we work with more than 250 sales and marketing operations including timeshares, travel clubs, human resources departments, small boutique operations and large international organizations,” said Nickerson.

TrackResults’ data visualization software is used in business process analysis throughout the travel and hospitality industry. Nominated for three 2014 perspective magazine awards in Innovation, Technology and Product Development, the company provides dashboards and analytics to aid fact-based decision-making in the vacation ownership arena. The TrackResults Software SaaS platform was a pioneer and remains in the forefront of Business Intelligence Software for Timeshare and Travel Clubs.

Michael G. V. Comino, of Vice President of the newly founded World Wide Travel Destinations says “I have worked at several places in this industry and all of them had TrackResults. It was so easy to implement and use, it was a no brainer to sign up for it when we started our own store.”

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Contact: Sean Nickerson (888) 819-4807

Media: Georgi Bohrod (619)255-1661

More News From Innovative TrackResults Software

Much Anticipated V28 Released

Salt Lake City, UT (February 6, 2014) – TrackResults Software (TRS) has just announced its long awaited Version 28 has been released. The latest development from TRS boasts faster data processing, the ability to customize the tables in the database, allowing the analytics to be applied to nearly any data desired.

The most anticipated new feature is the enhanced data visualization aids. Data points can now be plotted in pie charts, bar graphs speedometers and thermometers.

According to Founding Partner Sean Nickerson the customization allows for companies in any sector (even outside the timeshare, travel and hospitality world) to utilize the blazing fast software developed initially to track timeshare tours and sales. "Today we are not just for sales and marketing anymore. We can address many different arenas delivering a multi level ad-hoc analysis whether it is for a sales team at a resort, human resources, or muffler installer. We are super excited about this new development because its flexibility will aid our existing clients, as well as help us in new business development in other areas."

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. TrackResults is a pioneer in the industry, a leading provider of Data Visualization Business Intelligence, Ad-Hoc sales analysis and Digital Manifesting. It is accessible via any web-browser or web enabled device. TrackResults Software is a Chairman's League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDTUR and The Utah Technology Council.

For more information on TrackResults Software contact sales@trackresults.net or by phone at 1-888-819-4807, or visit www.trackresults.com to arrange a demonstration of the software.



TrackResults Confirms Bronze-Level Sponsorship For GNEX 2014 Timeshare Conference

Perspective Group announces that TrackResults has confirmed an increase to a Bronze-level Sponsorship for the Fourth annual Global Networking Expo.

GNEX 2014 – The Global Meeting of Minds, will be held February 9-12, 2014 at the luxurious Ritz Carlton Sarasota in Sarasota, Florida, a destination that offers a sophisticated blend of casual Gulf Coast lifestyle and cosmopolitan excitement.

For the third year in a row, TrackResults will participate in the GNEX conference. Seeing the growing benefits of brand exposure to key decision makers that the conference provides, they have increased their Exhibitor involvement to also include a Bronze Sponsorship and sponsorship of the delegate folder which provides high-visibility branding throughout and is seen by key players within the industry.

“We are thrilled to be attending GENX once again! The GENX experience give us a unique venue to showcase our ground breaking analytics as wells as network and enjoy face time with high level decision makers for all corners of the globe. Our escalation of involvement represents our strong support for the GENX conference and the direction it is taking for the future.” Says Sean Nickerson Co founder of TrackResults Software.

Established in 2005 TrackResults’ cloud-ware business application currently receives approximately 2 million page views per month by industry professionals helping more than 200 sales forces track and analyze over 20,000 sales and marketing professionals. The software tracks results of teams, organizations, salesforces and marketing teams. Their mission is to sharpen and provide the competitive edge to every teams that want to raise the bar, and get to the next level of performance and profitability.

TrackResults Software is headquartered in Salt Lake City, Utah. As a leading provider of Business Intelligence, Sales Reporting and Digital Manifesting, it is accessible via any web-browser, or web enabled device. The TrackResults Software SaaS platform is the first, and only, Business Intelligence Software for Timeshare and Travel Clubs. It is trusted by over 200 sales forces in the vacation ownership industry across North America. TrackResults Software is a Chairman’s League Member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council. www.trackresults.com

“Seeing so many companies increase their level of sponsorship for the upcoming GNEX 2014 Conference is a clear indication of the value that our conference platform delivers, and it makes us very excited for the future as our conference and sponsors such as TrackResults continue to grow together. We are delighted to welcome them as a Bronze Sponsor.” Said Paul Mattimoe, President & CEO, Perspective Group.

Anticipation is already building for GNEX 2014 due to exceptional feedback received from the recently concluded GNEX 2013 in Beverly Hills, CA, where 85 percent of attendees held senior executive positions with companies across the globe. Vacation ownership industry leaders will, once again, gather at GNEX 2014 for unrivalled face-to-face time with some of the most prominent professionals in the timeshare industry to build business relationships, forge strategic partnerships and discuss new ways to improve the industry on a local and global scale.

Media Contact: Keisha Hayden
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INTUITION

BY PERSPECTIVE GROUP

GNEX Conferences are synonymous with outstanding networking and open forum discussions that generate the opportunities for delegates to be introduced to others. Most importantly, the conference is shaped by those who attend, and for GNEX 2014, the platform continues to adapt as others follow, adding in more components that are requested by attendees.

The combination of interesting key industry speakers from around the globe, session topics that are relevant to pertinent issues with freely shared information, open floor debates, extended networking time including organized networking events and then incredible nightly social events has proved a winning formula for the GNEX Conference.

For more information visit <http://perspectivemagazine.com/gnex>

Sponsors and supporters of GNEX 2014 to date include:

Holiday Systems International, Dial An Exchange, INTUITION by Perspective Group, Oombaga, CustomerCount, TrackResults, The Association of Timeshare Recyclers, iTeam and Christel House

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Contact: Sean Nickerson 888-819-4807

Media: Georgi Bohrod (619)255-1661

FOR IMMEDIATE RELEASE

TrackResults Honored by *Perspective Magazine* “Best Product Development” Award at GNEX
2014

(February 17, 2014) – SALT LAKE CITY – TrackResults Software, won the award for “Best Product Development” at the Perspective Magazine awards which took place at GNEX 2014 , dubbed the vacation ownership “Global Meeting of Minds”. TrackResults is best known in the timeshare industry for providing BI analytics and in-depth actionable business intelligence which delivers insights in real time.

The recognition at the prestigious event held this year in Sarasota, Florida, was based on both independent judges analysis (80%) and online voting from industry peers, managers and executives (20%). In addition to winning this coveted award, founding partner Drew Reynolds was featured on a panel named “The True value of Data”. This year the annual event at the Ritz Carlton was attended by more than 106 Vacation Ownership companys.

TrackResults continuously evolves and becomes more refined, yet has never lost sight of the mission statement to create a simple to use, sophisticated tool for resort developers. Users of the software, typically management level decision makers, know they are always looking at the most recent data, in real time, and avoid having to involve IT to get what they need. The prime means managers and executives can make informed decisions, using their own empirical data to maintain the highest efficiency, tweak operations and increase margins.

In their entry form timeline, TrackResults showed exactly how this innovative product came to be:

- **2005:** *TrackResults launches in the Cloud as the first BI tool for Vacation ownership—outpacing even the most forward thinking software providers in the industry.*
- **2009:** *TrackResults for Timeshares is tested in a confidential case study documenting a \$2,100 VPG increase on 16,000 tours.*
- **2010:** *The VLO analytics module leads to a 20% reduction in cancellation and rescission.*
- **2011:** *TrackResults shifts from focusing on timeshare reporting to building true real time data analytics. Once again it outpaces every other player in the industry.*
- **2012:** *Robust TrackResults software API connects seamlessly to most major software brands in the industry as well as most proprietary systems, allowing the TrackResults*



analytical engine to analyze any amount of data. From sales and marketing, finance to costumer surveys results to talent acquisition and retention efforts—all areas can be reviewed for comprehensive efficiency and decision making.

- ***2013:*** *Clients are connecting TrackResults Software to their existing databases and analyzing all marketing, sales and operations processes in minutes instead of weeks, or months. Now any size developer is empowered with extraordinary data analytics which in the past were reserved only for the much larger entities.*
- ***2014 Today , using new charts, graphs and dashboards within TrackResults, users take advantage of data visualization at a glance, further speeding up the decision making process on key point indicators (KPI's)***

Established in 2005, TrackResults Software of Salt Lake City, Utah is a provider of Business Intelligence, Sales Reporting and Digital Manifesting for the Timeshare industry. TrackResults Software pioneered Business Intelligence (BI) designed for Timeshare and Travel Clubs as a SaaS platform, accessible via any web-browser, or web enabled device. Trusted by over 68 companies, which operate over 250 sales centers and their salesforce in the vacation ownership industry, TrackResults Software is an active member of American Resort Development Association (ARDA), Resorts of Distinction (ROD), Resort Developers Association (RDA), Resort Developers Organisation (RDO) Mexican Resort Development Association (AMDETUER), Cooperative Association of Resort Exchangers (C.A.R.E), and The Utah Technology Council (UTC). www.trackresults.com

For more information on TrackResults Software contact them at sales@trackresults.net or by phone 1-888-819-4807 or visit www.trackresults.com. You can also find further news and information <http://www.trackresults.com/blog> . at Follow them them on Twitter @Track_Results. And “Like” them at <https://www.facebook.com/pages/TrackResults/130859730308862>





Contact: Sean Nickerson 888-819-4807

Media: Georgi Bohrod (619)255-1661

Track Results Software is selected by Club Leisure Group

Salt Lake City, UT (March 21, 2014) – Club Leisure Group, the largest timeshare sales and property management company in South Africa, has contracted to use TrackResults Software sales management analysis tools to keep track of its growing business. Leadership at Club Leisure wanted more flexible reporting, plus the ability to run instant analytics on their data without an additional burden to the IT Department.

Award-winning TrackResults Software, known around sales and marketing circles in the vacation ownership industry as being easy and ready-to-use with precise sales management analysis tools is used by more than 220 entities.

"We decided to sign up with TrackResults because its features serve all of our reporting needs. It's a great management tool and a solution that is ready to use, with no IT department involvement on our side. That way we can deploy our IT resources to other projects, while we immediately benefit from the 'out of the box' solution that TrackResults has to offer" said Don Lamont, Senior Financial Manager.

From romantic cruising on the Mediterranean, to hiking the French Alps, Club Leisure Group has a large portfolio of vacation offerings. With so many products, the company had a need to link the constant stream of information. TrackResults was chosen as the heavy hitter.

Since Club Leisure Group already uses continuous guest feedback as indicators of company decisions, it had a good idea of what would be needed to improve performance.

According to Lamont the company "found TrackResults as the right choice to use to test and compare our presumptions and find what was actually going on in their organization as compared to what we assumed was happening."

Drew Reynolds, co-founder of TrackResults said "Club Leisure is a visionary leader with a culture of improving performance. We are honored to be the tool they use to make more informed performance decisions."



TrackResults Software Signs Good Times who Deployed TrackResults Business Intelligence for Travel Clubs.

[April 05, 2014](#) | [United States](#) | [Technology](#)

Good Times Travel has deployed TrackResults Software for Travel Clubs - United States, April 05, 2014/Free-Press-Release.com/ -- For Immediate Release
Salt Lake City, UT " September 20, 2011

Good Times Travel, the Cheyenne Wyoming-based travel club, has contracted with TrackResults Software, and they are pleased to announce that set-up and training at Good Times Travel has been completed. Good Times Travel has joined the growing ranks of companies that are using TrackResults Software for their Business Intelligence.

Drew, the co-founder at TrackResults Software, was excited to talk about adding Good Times Travel, and had this to say about doing business with them:

As the leading provider of Business Intelligence for Travel Clubs, we're thrilled to add Good Times Travel to our growing list of travel club clients.

TrackResults Software provides the technology for companies, such as Good Times Travel, so they may enjoy features such as: digital manifesting, data mash-ups, and utilizing technology to identify best practices.

There's a saying in the technology industry, "People tend to overestimate what will happen two years from now, and underestimate what will happen in ten." Well, the next ten years have arrived.

TrackResults Software enables the decision-makers at Good Times Travel to move from speculative decision-making to fact-based decision-making based on knowledge. Good Times Travel has joined the 21st century sales force; they are using the most comprehensive Business Intelligence Software for Travel Clubs on the market.

Adam, from Good Times, had this to say about TrackResults Software for Travel Clubs:

"I have used the service for years and consider the organization and ease of use invaluable!"





Founding Partners Become ARDA RRP Designees

May 14, 2014/ by Sean Nickerson

Drew Reynolds and Sean Nickerson have joined the ranks of key ARDA leadership by receiving the coveted RRP designation.

Founding partner Drew Reynolds is also a Chairman's League member of ARDA . Drew said "Qualifying as RRP's demonstrates our commitment to the industry and helps to position us as the authoritative source for sales and marketing analytics. We will proudly wear our RRP pins to show our clients, prospective clients and colleagues the depth of industry understanding we bring to the forefront when we promote our services."

The American Resort Development Association (ARDA) is the Washington D.C.-based trade association representing the vacation. ARDA's RRP Award is the highest level educational achievement within the industry.

The AIF (ARDA International Foundation) includes Professional Development as one of its main tenets. It administers the RRP Qualification Test. Individuals who earn this designation set an example in the industry as a leader. This program requires a minimum of 5 years of industry experience and a minimum of 10 credits that must be earned in a variety of ways including but not limited to: authoring industry publications, serving on ARDA committees and completing industry specific courses.





TrackResults Analytics Adds Three New Clients and Eleven Sales Centers

SALT LAKE CITY, UT [August 14, 2014] During July 2014, [TrackResults](#) (TRS), a Timeshare Analytics Software company, has announced three new clients and eleven sales centers. Discover Vacations and Financial Services America, a travel club fulfillment company, deployed TRS sales analytics software in their new centers. Start to Finish Travel opened their newest sales center and prefers TRS for its robust workflow features and remote management.

QUP, a Travel Club tour generator, is digitally manifesting tours to all of their clients exclusively via TRS and is using the marketing analytics feature internally to increase tour show percentage. Grupo Vidanta has added Cancun as the first of six locals or "Nationals" sales centers to use TRS. Vidanta has been using TRS in their seven sales centers marketing to their international tourists across Mexico for many years. EndlessAccess added the new feature of roadshow tracking and opened their first permanent sales center on the east coast of the United States in July.

Drew Reynolds, RRP, Co-Founder of TrackResults said "We are pleased that TrackResults has broken their previous July 2013 record of 7 sales centers. This is consistent with the 40% annual growth pace we have been sustaining."

About TrackResults

TrackResults is the world's only cloud-based business intelligence and data analytics software specifically designed for timeshare. Established in 2005 and based in Salt Lake City, UT TrackResults is currently in over 250 sales locations, 90 companies, and used by over 20,000 professionals worldwide. TrackResults accesses any database(s) to allow secure real-time reporting and instant data analytics on critical sales and marketing information desired by non-technical business managers.

TrackResults is an active member of American Resort Developers Association (ARDA), CRDA and AMDETUR. TrackResults is an active donor and supporter of the breast cancer awareness program Send Me on Vacation (SMOV). <http://sendmeonvacation.org/sponsorships/sponsors>

Please contact TrackResults by emailing sales@trackresults.com, calling 888-819-4807 or visiting <http://trackresults.com/blog>. Facebook: <http://facebook.com/trackresults.software> Twitter: http://twitter.com/track_results





**** PRESS RELEASE ****

Royal Resorts gets TrackResults for more informed Decision Analytics

SALT LAKE CITY, UT (August 15, 2014) – Royal Resorts, a pioneer and market leader in the Cancun Mexico timeshare market selected TrackResults for their business intelligence and analytics partner. Royal Resorts management is working to aggressively expand their marketing and sales operations. Managers in charge of this expansion found they were limited by the time it took to get the information needed to make the crucial, and time sensitive decisions to grow the business.

Increasingly, timeshare resorts are becoming frustrated with the speed and expense current reporting tools require answering questions unit and department heads want answered.

Simon Crawford-Welch, the Chief Sales and Marketing Officer for Royal Resorts, reports: "We were tired of waiting for information the slow, old fashioned way. We wanted to make informed decisions this very instant, but found opportunities slipping us by as we waited for IT to produce reports. On the other hand, the speed with which we can access the data in TrackResults is incredible! They are able to combine information we have in various databases into a single reporting view – which we can then drill into to answer a question in two clicks."

Drew Reynolds, co-founder of TrackResults observed: "Wonderful things happen when you give sales and marketing professionals a tool that allows them to ask any question of the data they already collect, and receive an immediate answer. "

TrackResults has introduced to timeshare a new approach to Data Analytics. Data Analytics is defined as the process of examining data to find unknown correlations and patterns in data to make more informed business decisions.

TrackResults will import existing Royal Resort data and present it in dashboards and in a their unique "Key Performance Indicator (KPI) view structure." This structure gives non-technical users the ability to ask any questions of their data and see immediate answers in two or three clicks of the mouse. This unprecedented access to information creates more transparency into Royal Resort's marketing and sales performance than ever before.



About Royal Resorts

Based in Cancun, Royal Resorts® is the leading vacation ownership resort company in the Mexican Caribbean. The company was founded in 1975 and opened its first resort in 1978. Since then, it has been among the top rated resort companies in the world. To date, Royal Resorts has a membership base of 85,000 with over 50,000 member families from 51 countries at its six beachfront resorts in Cancun and the Riviera Maya. All its resorts have five-star ratings and independent surveys report a 97 percent member satisfaction rate, one of the highest ratings received in the vacation ownership industry worldwide.

On December 7, 2013 Royal Resorts unveiled its latest property, Grand Residences® a beachfront resort to the south of Puerto Morelos that is setting new standards in luxury and comfort and is affiliated with The Leading Hotels of the World®.

About TrackResults

TrackResults is a cloud-based business intelligence, and data analytics software established in 2005 and based in Salt Lake City, UT. TrackResults accesses any database(s) you want so you can see everything you want to know about your business in real time.

Managers with ideas can now access the information they need to make more informed decisions instantly.

TrackResults is used by over 70 companies in 350 sales locations and participates in is an active donor to the breast cancer awareness program *Send me on Vacation*.





Media: Sean Nickerson 888-819-4807

TrackResults selected by Endless Resort Options (ERO) Expansion

SALT LAKE CITY, UT (December 1, 2014) – ERO led by Tara Dow contracted and implemented the TrackResults business intelligence and analytics system in just 5 days. ERO needed a fast and cost effective system to track sales progress and allow business managers immediate access to data.

“TrackResults gives our front line managers the information they want to respond to the changing market and optimize our marketing and sales effort. TrackResults gives us the unique ability to see and measure performance on any aspect of our sales and marketing efforts.” said Ms. Dow, President of ERO.

TrackResults co-owner Drew Reynolds said, “We are thrilled that ERO has chosen to partner with TrackResults! Both companies share a vision of putting the right information in the hands of the right people, which results in the right decisions.”

About ERO

ERO is a Virginia based company specializing in sales and marketing for developers and HOA's

Contact ERO at tdow@salesero.com

About TrackResults

TrackResults is the global leader of cloud-based business intelligence, and data analytics software specifically designed for timeshare. Established in 2005 and based in Salt Lake City, UT TrackResults is currently trusted in 250 sales locations, and used by 25,000 professionals everyday. TrackResults accesses any database(s) to allow secure real-time reporting and instant data analytics on any information desired by non-technical business managers.

TrackResults is an active member of American Resort Developers Association (ARDA), Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR and The Utah Technology Council. As well as an active donor and supporter of the breast cancer awareness program *Send me on Vacation*.

Contact TrackResults at www.trackresults.com/contact.





5442 South 900 East- Suite 604
Salt Lake City UT, 84117

NEWS RELEASE

February 6, 2015

FOR IMMEDIATE RELEASE

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TrackResults is on Track for a Great 2015

TrackResults, a leader in business-intelligence software for the timeshare industry, has reported record numbers for the first month of 2015.

SALT LAKE CITY – February 6, 2015 – TrackResults Software a Salt Lake City based company that specializes in business-intelligence software for the timeshare and vacation-ownership industries, reports their best year yet in 2014. But as well as 2014 ended for their business, 2015 is shaping up to be even better.

One month into 2015, TrackResults is shaping up to increase on the growth they experienced last year by leaps and bounds. Sean commented, "With 2015 is already off to a great start." Based on last year's standards, six deployments by the end of January was a great start. But this year, TrackResults has already implemented their software in Seventeen new sales centers. This trend of growth has continued year after year and shows no sign of slowing in 2015.

By the time TrackResults Software ended the month of January last year, they had provided six new sales centers with their revolutionary business-intelligence solution. This trend of success continued throughout 2014. "2014 was a pivotal year for us," said Sean Nickerson, TrackResults's CMO. "We dedicated a lot of resources to building new and easier ways for users to view the data and figures that drive performance and we experienced tremendous growth as a result."

More About Track Results

TrackResults brings power back to decision makers by providing instantly accessible reports to identify trends, opportunities, challenges and actionable information to boost performance. TrackResults delivers any user a uniquely fast, customizable view of figures right when they need them. is the world's only cloud-based business intelligence, and data analytics software specifically designed for shared ownership and membership clubs. Established in 2005 and based in Salt Lake City, UT TrackResults is currently in 250 sales locations, 90 companies, and used by 20,000 professionals worldwide. TrackResults accesses data from any source and frees business managers from added expense and delay of requesting reports from IT, it delivers real-time access on any device, and the places the power of information directly in the hands of the business manager/decision-maker most capable of improving company performance. TrackResults is an active member of American Resort Developers Association (ARDA) and is an active donor and supporter of the breast cancer awareness program Send me on Vacation.





5442 South 900 East- Suite 604
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NEWS RELEASE

February 9, 2015

FOR IMMEDIATE RELEASE

Contact Information:

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TrackResults Software's Drew Reynolds is Chosen to Speak at the GNEX Conference for 2015

SALT LAKE CITY – February 9, 2015 – TrackResults Software co-founder, Drew Reynolds was invited to be a speaker for the 2015 GNEX conference. This year's conference will be held at the Manchester Grand Hyatt Resort in San Diego.

Drew Reynolds brings over a decade of data-science experience in the vacation industry. Drew directs a company that allows industry leaders to capitalize on best practices and trends in their business.

[TrackResults](#) launched into business back in 2005, and ever since that time, Drew has overseen the company's directives, all the way from planning to development.

Now, with the invitation to speak at the GNEX conference on a panel discussing "Customer Profiling", Drew hopes to increase his contribution of knowledge and experience in order for the industry to start making use of the information they collect in new and smarter ways. "The Global Networking Expo is a great place for us to talk about the industry and data trends," Drew said. "With a lot of the industry's movers and shakers present, it makes for a great avenue where we can introduce to people the value of utilizing data for better business decisions." The yearly GNEX conference is hosted by Perspective Magazine, a periodical that serves the vacation ownership industry and is published worldwide

"This year's event has a good lineup of speakers," Drew added, "and it will be good to be a part of it all. When minds come together at a conference like this, everyone who's present benefits from it."

More About Track Results

TrackResults Software is a Utah based software company that offers business-intelligence solutions for the vacation industry. The company's mission is to provide a powerful tool for decision makers to access reports, identify trends, opportunities, challenges, and actionable information in order to boost business performance. TrackResults delivers users a uniquely fast, customizable view of figures right when they need them. TrackResults Software is a Chairman's League Member of American Resort Development Association, a member of the Resort Development Organization, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDTUR, and The Utah Technology Council.





5442 South 900 East- Suite 604
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NEWS RELEASE

February 12, 2015

FOR IMMEDIATE RELEASE

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TrackResults's Charity Poker Tournament Will Precede the ARDA Conference in Orlando Florida This Spring

SALT LAKE CITY – February 12, 2015 – TrackResults Software will host their Send Me On Vacation charity poker tournament at Marriott's Orlando World Center Resort on April 11th, 2015. The event comes the day before one of the biggest events in the vacation industry—the ARDA Conference.

This year will be the second running of TrackResults's charity poker tournament, and with a venue like the Marriot World Center, the company is hoping to increase on the success they had last year. "We were excited to see how many turned out in support of the cause last year," a spokesperson of TrackResults said. "We're seeing a lot of excitement for this year's event already, and we expect to see even more individuals and businesses supporting our efforts in Florida. Last year we had ten major sponsors for the event, and we've already secured the support of industry leaders for 2015."

2014's event raised over \$40,000 for Send Me On Vacation (a cancer charity helping breast-cancer patients and their families) and TrackResults is hoping to increase on that number this year. "The venue this year is prepared to accommodate even more seats than last year's event," the spokesperson continued, "so we're striving to nearly double the contributions this time around." TrackResults's spokesperson said that the company's goal for this year is to raise a lofty \$75,000 for Send Me On Vacation's cause.

All of the proceeds received by Send Me On Vacation go directly to covering the costs associated with airfare, food, and incidentals in order to send a recovering cancer patient to an amazing resort. The trip is funded 100% by the timeshare industry and its vendors. These life-changing, recovery vacations make a huge impact both mentally and physically on the individuals involved. The hardships and poisoning influence of chemotherapy and radiation treatments are such that a period of serious rebound is very much needed. Send Me On Vacation's efforts help facilitate the rejuvenation that's required to win the fight for life and survive against breast cancer.

"We hope that we can harness the wave of enthusiasm that came from last year's participants," said Sean Nickerson, CMO of TrackResults. "And with our tournament preceding the ARDA conference this year, we expect our cause to benefit from the support and buzz surrounding the start of the conference the next day."

More About Send Me On Vacation

Send Me On Vacation is a non-profit organization that strives to provide assistance to breast-cancer survivors who have been financially and emotionally devastated by cancer treatments. Send Me On



Vacation provides the opportunity for mental and physical healing through a “whole-listic” recovery plan, helping breast cancer patients and survivors back to full health. Send Me On Vacation believes that a memorable vacation is a key factor in renewing, restoring, and rejuvenating a breast cancer survivor’s body, mind, and spirit.

More About Track Results

TrackResults Software is a Utah based software company that offers business-intelligence solutions for the vacation industry. The company’s mission is to provide powerful tools for decision makers to access reports, identify trends, opportunities, challenges, and actionable information in order to boost business performance. TrackResults delivers users a uniquely fast, customizable view of figures right when they need them. TrackResults Software is a Chairman’s League Member of American Resort Development Association, a member of the Resort Development Organization, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers, AMDETUR, and The Utah Technology Council.



TrackResults

**** PRESS RELEASE ****

2015 begins a new era for Welk Resort Group sales and marketing effort

San Marcos, CA (February 17, 2015) – Welk Resort Group Inc. led by industry icon Jon Fredricks completed the implementation of the TrackResults in approximately 30 days. TrackResults delivers decision-makers the information they want to make the real-time decisions that drive greater marketing and sales efficiencies.

Led by Micheal Gehrig and Ira Kristol, Welk wanted a way to gain instant feedback on their sales and marketing efforts without the opportunity and other IT related costs of traditional reporting. Improved access to information for improved business decisions is key to reach Welk's goals to simultaneously grow sales while becoming more efficient.

Welk's Senior VP of Sales Operations, Ira Kristol said: "I was frustrated. We used to have meeting where we made decisions based on opinions – derived from traditional reports. But I knew we had the data needed to make better data-driven decisions – it simply took too long and was too expensive to get out! With TrackResults we can now make fact based decisions, quickly, and be more responsive to the market."

"Ira is brilliant and quickly saw the power of TrackResults. He is right when he compares TrackResults to the analytics done in the book and movie *MoneyBall*. Just like Billy Bean in the movie, Ira now has a huge advantage over the competition. He can see actual performance and make more informed decisions in time to profit from those decisions." Commented Drew Reynolds, co-founder of TrackResults.

TrackResults was fully implemented in about 30 days and included identifying the data needed in Welk's existing database, configuring the connection to import and clean this data automatically in order to improve its consistency and accuracy for performance analytics.

Welk employees now can use any Internet connected device to access the easy-to-use tool to make informed data-driven decisions.

About Welk Resorts

Founded in 1955 by the late entertainment icon Lawrence Welk, Welk Resorts is one of the most respected independent brands in the vacation ownership industry



today. Welk remains a privately held, family-owned company led by President Jon Fredricks, who is the grandson of the late Lawrence Welk.

Fredricks has established the Welk Resort group of properties as top vacation destinations. With more than 20 years of experience in hospitality, real estate and finance, he has helped the company realize unprecedented growth by fostering profitable expansion projects and internal corporate growth. The company has developed and/or operated more than 1,100 luxury vacation units, villas and hotel rooms in San Diego; Maui, Hawaii; the Palm Desert area; Branson, Missouri; and Cabo San Lucas. The corporate offices are located in San Marcos, California.

The mission of the company “Our family creates vacation memories to cherish for a lifetime” is reflective of the strong company values, which promote both tradition and family. This mission and commitment to guest and owner service and resort quality has led Welk Resorts to be among the highest rated resorts internationally by owners and guests. Trip Advisor ranked Welk Resorts Sirena Del Mar a Top 25 Resort in Mexico in 2013.

Contact Welk Resorts at www.welkresorts.com

About TrackResults

TrackResults is the world’s only cloud-based business intelligence, and data analytics software specifically designed for shared ownership and membership clubs. Established in 2005 and based in Salt Lake City, UT TrackResults is currently in 250 sales locations, 90 companies, and used by 20,000 professionals worldwide. TrackResults accesses data from any source and frees business managers from added expense and delay of requesting reports from IT, it delivers real-time access on any device, and the places the power of information directly in the hands of the business manager/decision-maker most capable of improving company performance.

TrackResults is an active member of American Resort Developers Association (ARDA) and is an active donor and supporter of the breast cancer awareness program *Send me on Vacation*.

Contact TrackResults at www.trackresults.com.





5442 South 900 East- Suite 604
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NEWS RELEASE
March 18, 2015
FOR IMMEDIATE RELEASE

Contact Information:
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TrackResults's Sean Nickerson to Speak at ARDA World Regarding Timeshare and Millennials

Salt Lake City—March 18, 2015: Sean Nickerson, CMO of TrackResults Software, will be speaking on a panel at the premier annual ARDA World this April. This four-day event will bring more than 3,000 timeshare professionals from over 35 countries to meet in Orlando, Florida at the Orlando World Center Marriott for this and other forums, receptions, and important networking opportunities.

More than 40 educational sessions, covering a spectrum of timeshare- industry trends, best practices, and top products, will be presented. One noteworthy trend in the industry that will be addressed by Mr. Nickerson's panel regards the young generation of timeshare owners who are inheriting timeshares without a foreknowledge of how to best use them. This diverse group of millennials represents a prime opportunity for timeshare professionals to offer education for these up-and-coming owners will need to best manage their valuable inheritance.

"We've come to realize that the once-traditional marketing techniques we used in the past aren't a prime resource for targeting millennials," Sean Nickerson said. "We can't work with this diverse group of young adults by using old approaches. Creating a relationship with and Marketing to the millennial generation demands a new set of rules."

Sean Nickerson of TrackResults, along with several other esteemed professionals, will be speaking on an educational panel addressing the why's and how's of creating a relationship with and marketing to millennials in the timeshare and vacation-ownership industry. The panel will commence at 9:00 a.m. in room Crystal P/Q of the Orlando World Center on April 15th. TrackResults Software participates in ARDA World every year and offers their contributing knowledge to an industry that is ever growing and evolving.





5442 South 900 East – Suite 604
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NEWS RELEASE

April 7, 2015

FOR IMMEDIATE RELEASE

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TrackResults is Exhibiting at ARDA World 2015 a Global Timeshare Event

SALT LAKE CITY – April 7, 2015 – TrackResults is staying ahead of the game as a leader in the vacation-ownership and timeshare industry by attending the upcoming ARDA World Global Timeshare Event next week. TrackResults attends the event every year in order to gain the continual insight and experience necessary to best serve their clients' needs.

TrackResults will meet with more than 3,000 timeshare professionals from over 35 countries at the Orlando World Center Marriott in Orlando, Florida from April 12th – 16th. Discussions regarding resort management and design, sales, marketing, and technology will be available through educational forums, networking events, and social receptions.

"ARDA is the biggest and most prestigious event in our industry," said TrackResults's CMO Sean Nickerson, "and our annual attendance is an important opportunity for us to network with the other big players in the vacation-ownership space."

By attending this global event, TrackResults will showcase how their [web-based business-analytics](#) solution enhances business intelligence and decision making for timeshare and vacation-ownership companies. This year's conference will be the ninth year TrackResults has attended the large-scale networking event. TrackResults will be located at booth number 1136 with their innovative solution available for all to see.

"At TrackResults, we always know the state of the industry because we help define it by participating in important events like this," Nickerson said. "We stay abreast with the needs, challenges, and expectations of the businesses we serve."



Canadian Resort Development Association Members Sweep 2015 ARDA Awards

April 23, 2015



Orlando, Florida – April 23, 2015 – ([INTUITION by Perspective Group](#)) – Members of the [Canadian Resort Development Association](#) (CRDA) won 26 awards at the 2015 ARDA Awards Gala Dinner last week in Orlando, Fla. Among the honors were four prized ARDA Circle of Excellence (ACE) awards, recognizing CRDA members for their achievements in community service, innovation and hospitality.

Among the [CRDA members](#) to win ARDA's coveted ACE Award this year, the ACE Spirit of Hospitality went to Randy Chapin, Grand Pacific Resort Management, a renowned Carlsbad, California-based

leader in hospitality and vacation ownership. Receiving the ACE Innovator Small Company Award was TrackResults, the industry's only software that delivers real-time, cloud-based analytics. Wyndham Vacation Ownership, part of Wyndham Worldwide, took home the ACE Community Service Award for its Give Kids the World Extreme Village Makeover campaign. RCI, a global leader in vacation exchange and part of the Wyndham family of brands, won the ACE Innovator Large Company Award.

"We couldn't be prouder of our members' spectacular showing," said Jon Zwickel, president and CEO of CRDA. "This impressive collection of honors is a testament to the great work they are doing throughout the industry. CRDA members exemplify the very highest levels of excellence. Their accomplishments and commitment are helping to make vacation ownership the top choice of travelers across the globe."

[CRDA](#) members were finalists a grand total of 66 times in numerous categories, having been selected from hundreds of entries that were judged independently in a confidential/blind judging process. Of the memberships' 26 awards, the big winners included: Wyndham Vacation Club, garnering 13 ARDYs; RCI, taking home seven; Intrawest, winner of three; Grand Pacific Resorts, capturing two, and Skyline Vacation Club and [TrackResults](#), each recognized with one.

CRDA members won 2015 ARDYs across the [vacation ownership industry](#) in four of the program's five categories. In addition to ACE Awards, these divisions include: Sales and Marketing (10 awards); Management and Administration (five awards); and Resort Design (two awards).

The annual ARDA Awards Program recognizes the best nominees submitted in categories that include overall professional excellence, outstanding sales and marketing, product design, advertising and staff. The coveted ARDA ACE Award honors individuals and companies that have attained the very highest level of excellence in the resort industry and whose accomplishments and dedication spur the industry to new heights.



Salt Lake City UT, 84117

NEWS RELEASE

May 6, 2015

FOR IMMEDIATE RELEASE

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TrackResults Receives Industry's Highest Honor: ACE Innovator Award for a Small Business at ARDA World Global Timeshare Event

SALT LAKE CITY – May 6, 2015 –TrackResults received the ARDA Circle of Excellence (ACE) Innovator Award for a Small Business at the ARDA Awards Gala on April 15. The ACE Innovator award represents the highest level of achievement and recognition within the timeshare industry.

TrackResults was chosen for this prestigious award because of their pioneering approach to business analytics. Very few companies have been selected for this top honor, so by winning this award TrackResults joins a select few outstanding companies in the ARDA Circle of Excellence, such as RCI, Interval international, and Wyndham Vacation Ownership to name a few.

TrackResults.com delivers a unique software that integrates with a company's current technology data systems—allowing over 80 industry partners and those running operations in the business to gain access to integral data and information they need to make decisions for continual improvement in their company's growth and stability. According Don Harrill, CEO of Holiday Inn Club Vacations, "this is innovation to the leading edge."

Accepting the award was TrackResults's Sean Nickerson, and Drew Reynolds—both cofounders of the company. "This award is indeed a great honor" Nickerson said. "We set out to contribute a new and original approach—giving our partner resorts and those developers access to their data silos in a way far simpler than anyone else, and that's an unprecedented move in this industry and in the world of business intelligence as a whole."

The ARDA Awards program is used to honor those who have attained the highest level of excellence in the resort space. The ARDA Circle of Excellence categories represent the top tier of those awards, and are judged by a panel of industry business leaders that have no conflict of interest in the outcome.

More About Track Results

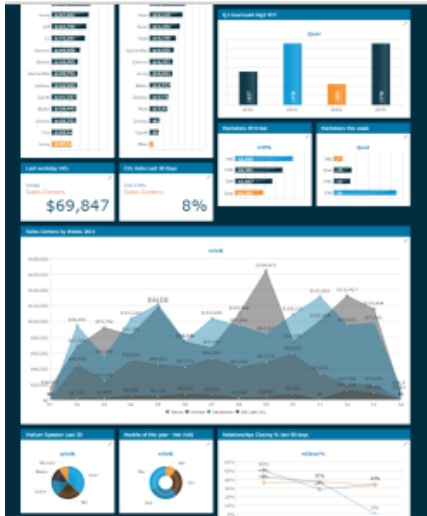
TrackResults Software is a Utah based software company that offers business-intelligence solutions for the vacation industry. The company's mission is to provide powerful tools for decision makers to access reports, identify trends, opportunities, challenges, and actionable information in order to boost business



TrackResults unleashes version 8.0.1

June 6th 2015/Sean Nickerson

TrackResults Software Analytics is showering the industry with version 8.0.1 (V8 codename “Tomato Juice”) with extended charting and graphs features in customizable dashboards. These can be shared, hidden, manipulated and drilled-in to underlying data layers and advanced analytics.



Even Better Than Before

“We knew from day 1, when we started TrackResults, that a dashboard was a crucial ‘snapshot’ of the state of a company,” said Sean Nickerson, TrackResults’s CMO, “so every user always started on our Dashboard page—always has, always will. This is why we have always made data visualization such a priority.”

In 2012, we provided user-level and field-level security, splash graphs, and the ability to display in a wide assortment of 3D dynamic charts. Historically, the rendering of graphics tended to slow down page loads on mobile devices. That was then

Fast forward to 2015, and we are releasing the best dashboards ever—previewing at ARDA WORLD April 12th- April 16th in Orlando, Florida’s Marriot World Center. It took a lot of development to make the new features of version 8.0.1 simple and user friendly. But we now have an extremely advanced dashboard feature because of it. Our competitors offer dashboards, but we made it our mission to do it better than anyone else. We refused to foster a “just-another-dashboard” mentality.

Our dashboards are flexible, configurable, and most importantly, user friendly. Ninety percent of our clients don’t involve their IT dept when running or generating analytics on TrackResults, so it was imperative that a “non-tech” user could have a DIY interface for



all things business intelligence. We are a nimble, agile, responsive company, so we naturally stay ahead of the curve when it comes to technology in our industry. Our software tracks any channel, segment, campaign, source, agent-type, product, or measurement, allowing our users to track it, display it, and make a decision. Mix, match, compare, and visualize pain points, it's data you can feel.

Come visit [our booth](#) at ARDA WORLD, and take TrackResults for a test drive. Let us “pimp your ride” to enhance whatever reporting system you use with our earth-shattering analytics and guaranteed connectivity. Why reinvent the wheel? Use TrackResults to drive your business to new heights.



TrackResults

**** PRESS RELEASE ****

Club Leisure Leverages TrackResults in European Expansion

SALT LAKE CITY, UT (August 11, 2015) – TrackResults leveraged by Club Leisure Group, the largest timeshare company in South Africa for expansion of sales operations to the UK. TrackResults Software was key to the opening of the new Aroma Club sales office. Over the past year TrackResults analytics has become the primary tool used by Club Leisure in their South Africa operations to track key performance indicators and identify efficiencies in both sales and marketing.

“TrackResults has been brilliant,” said Stuart Lamont, Chairman of Club Leisure, “we are a busy and growing company – we don’t have time to waste. We use TrackResults in our weekly sales meetings to make sure everyone is looking at the same numbers, and to drive action to improve marketing and sales performance. Now, these meetings are faster and more focused than ever. We are seeing excellent results.”

“Club Leisure showed extraordinary vision in their decision to use TrackResults.” Observed Ryan Williams, TrackResults Business Development Manager. “Previously, decisions were delayed by needed research and busy executive schedules. Now, Club Leisure sees the information wanted in seconds, makes a data-driven decision, and moves on to the next decision.”

Club Leisure currently utilizes TrackResults for timeshares both tour and sales modules companywide to better report on sales performance. Managers at various levels leverage the easy-to-use TrackResults business intelligence tool to quickly visualize marketing and sales performance and identify specific improvements. TrackResults’ delivers what executives want in seconds rather than the delays of hours, days, or weeks it costs with traditional reports, analysts, or IT requests.

About Club Leisure Group

Club Leisure Group is based in Pinetown South Africa. Founded by Stuart Lamont, the company has lead the industry in the use of point based clubs and other travel related products and services. Currently, Club Leisure manages 40 active sales locations, 200,000 members in 18 different clubs and over 50 resorts and hotels worldwide with a little over 2,500 employees.

Club Leisure is an active member and contributor to various trade organizations such as VOASA, RDO, ARDA, TATOC, and ATHOC. You can learn more at www.clubleisure.com.za



TrackResults Business Intelligence Software Selected by Starpoint Resort Group

TrackResults Business Intelligence Software was recently deployed by Starpoint Resort Group, a leader in the luxury membership vacation industry. Recently awarded the 2015 ACE Innovator Award, [TrackResults](#) provides effective business intelligence for modern sales management, making factual decision-making efficient, user-friendly, and profitable.

October 30, 2015 – Starpoint Resort Group, a leader in the luxury membership vacation industry, recently engaged TrackResults business intelligence tools for an overhaul of their sales and marketing operations.

Marty Kandel, President of Starpoint, commented: “Traditional reports weren’t providing the information we needed, and creating more reports was expensive and slow. TrackResults is a simple yet powerful tool, which gives our managers the information needed to capture previously missed opportunities.”

Starpoint will utilize three TrackResults Business Intelligence Software tools: Custom Dashboards, Tours, and Sales Modules.

Archaic reporting methods lose companies money in both labor and opportunity costs. Transitioning to modern business intelligence frees up time and money to be repurposed elsewhere, with the transition being smooth and seamless. Access to true performance data removes the guesswork and speculation, equipping managers to factually boost bottom-line profits.

“Starpoint did a lengthy and careful evaluation,” noted Ryan Williams, Vice President of Business Development and liaison to Starpoint. “At the end of the day, Starpoint managers knew they possessed the necessary information, but had no way to quickly find the numbers they needed. Consequently, six-figure revenue opportunities passed them by. That is no longer the case.”

Drew Reynolds, co-founder of TrackResults added, “Starpoint is clearly forward-thinking and we are excited to be a part of their growth and success. Our expertise in data capture, management, and analysis will unlock new opportunities for their rapidly-growing team.”

Starpoint Resort Group in 30 Seconds

[Starpoint Resort Group](#) is a leader in the field of membership-based luxury vacation accommodations, specializing in providing members with exceptional vacation experiences whenever and wherever they go.

Offering a constantly-growing member base access to affordable stays in unique and stunning destinations all over the world, members have great flexibility in their travel options so they can enjoy vacations on their terms. Starpoint controls inventory in resorts such as The Jockey Club, Lagonita Lodge, Tahoe Summit Village, Turtle Reef Club, Villa Del Palmar, Duchally Country Estate, and many others. Members can access over 3,700 resorts worldwide.





TrackResults Business Intelligence Software Sponsors 2015 ICE VIP European Cruise

TrackResults was recently invited to sponsor International Cruise and Excursions' (ICE) '2015 VIP Cruise' for leaders in the resort development, travel & leisure industries.

Representing the business intelligence community, TrackResults carries a long-standing reputation for effective business intelligence software for the modern executive, with over 250 sales locations and 20,000 professionals worldwide.

International Cruise & Excursions (ICE), a leading provider of travel and leisure services worldwide, officially launched the '2015 VIP Cruise' today, chartering a full cruise liner for over 70 thought leaders in the resort development, travel & leisure industries. This year's trip features a two-week invitation-only excursion down the Danube River through Germany, Austria, and Slovakia. Attending clientele include ARDA, Marriott Vacation Club, Hilton Grand Vacation Club, Westgate Resorts, Vida Vacations, and Royal Resorts.

Representing TrackResults at the event is Co-Founder Drew Reynolds. Having built his career in data science, Drew has spent more than a decade bringing TrackResults to where it is today, trusted at more than 250 sales locations and by 20,000 professionals worldwide. He now oversees company directives, planning, and development, in addition to managing sales and training throughout the organization.

Three days into the trip, Drew is impressed: "I am blown away by the work ICE has done to put together a relationship-building experience of this magnitude...they have pulled out all the stops. This trip has been outstanding thus far, and I'm excited to continue doing business at highest levels of our industry."

