

THE VOICE OF THE VACATION OWNERSHIP INDUSTRY

Developments

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CONSTRUCTION AND DESIGN | **ISSUE**

Bill Young

President/CEO

SPM RESORTS, INC.



About SPM Resorts & Bill Young

Since 1979, SPM Resorts, Inc. has steadily expanded from managing eight resorts to more than 30, serving approximately 100,000 timeshare owners and employing more than 650 employees. Growth followed success, and today the company is one of the largest privately-held, full-service professional management companies in the timeshare industry. SPM's corporate philosophy has surely helped fuel this success and growth by being focused on ensuring the timeshare owners get what they paid for—the very best possible vacation experience. To deliver on this promise, SPM believes it is imperative to provide accurate, detailed financial reporting; possess integrity and accountability to the owners; and provide the resort owners and board members with ample communications.

After joining SPM Resorts in 1999 as chief operating officer, Bill Young was appointed president in 2001 and brings vast operational experience to the company. In addition to having been regional director of operations for fifteen hotels and timeshare operations, he has also managed several upscale branded hotels, including Sheraton and Hilton. He is a past president of the Indiana Resort Management Association and serves on several other boards of non-profit organizations, as he provides guidance and direction to SPM's service team.

JUST FOR FUN!

▲ **If you could have any other job, what would you be doing?**

Front desk clerk.

▲ **What's your favorite vacation spot?**

Home!

▲ **What's your advice for someone just starting in the timeshare industry?**

Learn everything you can—from the front desk, to housekeeping, to accounting and more. Learning the ins and outs of all aspects of the business will give you a deeper understanding of how to properly and efficiently run a homeowners' association.

What do you think is one of the biggest challenges of timeshare management?

I think perhaps the greatest challenge is the overall management of collections. Most associations in our industry have had a difficult time during the past few years because of the downswing in the economy. As a result, it becomes a challenge to help association boards determine how to provide the same upkeep and maintenance—or more—with fewer resources. It's also times like this that force you to re-evaluate your programs and policies and look for new ways of attacking old problems. In that regard, it forces you to stay sharp, which is always a good thing.

A second challenge is board relations. It is important to listen to the needs of each board and help guide them in a way that is in the best interests of the homeowners' association (HOA). Understanding the intricacies of each board and HOA is a definite challenge and something we work very hard to grasp throughout the tenure of our relationship.

What are some new projects or goals you are working on for the remainder of 2012?

We are working to bring new resorts into our management family and exploring programs that will increase revenue to help offset the drop in maintenance fees. At the same time, we continually focus on simply doing a good job and exceeding our owners' expectations.

What do you think is innovative about SPM Resorts' approach to timeshare management?

Many times, the line between development, sales, and management can become blurred. SPM Resorts is established in a way that allows us to focus solely on the management aspect of our associations. We don't develop any resorts, so we are not focused on selling a property from the beginning. However, we recognize that resales are important to an association's bottom line and we help our associations establish a program through our sister company, Palmetto Marketing. ■