

## Timbers Resorts Launches Online Home Exchange

Written by [Alec Rosekrans](#) 09/16/2008

**Fractional ownership** of a **Timbers Resorts** property just got more flexible. The company launched a new reciprocity program that allows owners at any Timbers property to stay at any of the others. Timbers Collection properties include **One Steamboat Place** in Steamboat Springs, Colo., the Preserve at Botany Bay on St. Thomas in the U.S. Virgin Islands, **Castello di Casole** in Tuscany, Italy, the Rocks Luxury Residence Club in Scottsdale, Ariz., **Esperanza Resort** in Cabo San Lucas, the Timbers Club in Snowmass, Colo., and the **Orchard at the Carneros Inn** in Napa Valley.



Owners are able to make space available reservations at other properties in the Timbers' family through a new dedicated website. After depositing allocated weeks at their home property, owners can then withdraw weeks from an online calendar which displays availability at all of the Timbers properties. Weeks are categorized into three tiers: prime, choice, and select. Prime weeks—those during peak travel periods—may be exchanged for any calendar week. Choice weeks can be swapped for other choice and select weeks, while select weeks can only be exchanged for other select weeks. In addition to these restrictions, there is also a \$250 fee for any exchange.

In an industry which is defined by one-off properties, the new reciprocity program is a way for Timbers to stand out from the pack. Indeed, fractional residence brands such as the Ritz-Carlton Club and others are instituting such swapping programs as a way to leverage their network of properties and provide a flexibility similar to what is offered by **destination clubs**.