


How it Works - VIDEO 3

	<p>Client: Exploria Resorts</p> <p>Project: How it Works (Video #3)</p> <p>Date: June 14, 2016</p> <p>Length: 2 - 3 min</p> <p>Contact:</p> <p>Writer: Andy Cingolani Cingolani Content Solutions</p> <p>Producer:</p>
<p>VIDEO</p>	<p>AUDIO</p>
<p>FADE IN: EXPLORIA RESORTS BRANDING</p>	<p>MUSIC</p>
<p>CUT TO: DAN SITTING COMFORTABLY ON THE PATIO OF A RESORT SUITE NEXT TO A PATIO TABLE.</p>	<p>DAN:</p> <p>Hello, my name is Dan Debenham and I'm a member with Club Exploria. I think most people "get" why people own timeshare. They understand that it's really a fantastic way to vacation. But what I hear from a lot of people -- people I know personally -- is that they don't understand how it works. They think it's complicated.</p>

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CUT TO: DIFFERENT ANGLE ON DAN. THERE IS AN OPEN LAPTOP ON THE TABLE NEXT TO HIM.

DAN:

It isn't... In fact, I think it's just as easy and maybe even easier than researching a hotel online and making the reservation.

When I joined Club Exploria, I purchased 235 EXPOs per year. EXPOs are like vacation currency, and you can use them to make reservations at the resorts you want. And every year, on the same date, Club Exploria deposits 235 EXPOs into my account and I can redeem them on their website toward the vacations I want.

By the way, biennial memberships are also available where your EXPOs would be deposited every other year.

But it's one thing for me to tell you how it works, [turns toward the laptop on the table next to him] and quite another to show you.

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<p>CUT TO: LAPTOP SCREEN IS FULL SCREEN SHOWING PAGE AFTER OWNER LOGS IN. WHILE WE ARE ON THE MEMBER WEBSITE, USE GRAPHICS TO DRAW THE VIEWERS EYE TO THE APPROPRIATE AREAS.</p>	<p>DAN:</p> <p>As a member, I can log into ClubExploria.com with my username and password any time I want. As you can see, on the left side of the screen, it shows my account info and how many EXPOs I have. When you want to plan a trip, you just go here under Plan Your Vacation and scroll down to Destinations.</p>
<p>CUT TO: FULL SCREEN OF DESTINATIONS PAGE ON WEBSITE.</p>	<p>DAN:</p> <p>From here, you can [clicks on "+" button to zoom in] zoom in on the map and then click on the destination you want. Then, you can choose whether you want to read up on the resort and see some photos or just make the reservation. [Scroll down on page] You can also scroll down to a list of resorts available through Club Exploria.</p>
<p>CUT TO: SUMMER BAY ORLANDO PAGE</p>	<p>DAN:</p> <p>If you click on one of the resort names, it takes you to the resort page where you can find all kinds of information about the resort and the area, and lots of pictures of the accommodations and the property. If you decide this is where you want to go, just click on the "Reserve Now" button at the bottom.</p>

How it Works - VIDEO 3

<p>CUT TO: RESERVATIONS PAGE</p>	<p>DAN:</p> <p>Put in your check-in and check-out dates and the number of adults and kids you're bringing with you.</p>
<p>CUT TO: DAN AT PATIO TABLE, SAME SHOT AS PREVIOUS</p>	<p>DAN (as if sharing a secret):</p> <p>Usually, we bring the kids, but this time, I think we'll leave them with my sister for a few days.</p>
<p>CUT TO: RESERVATION PAGE ON WEBSITE. FOLLOWING THE CURSOR, THE NUMBER OF ADULTS SCROLLS TO "2".</p>	<p>DAN:</p> <p>And... we'll leave the kids at zero... they can come next time. Click on "Check Availability" and...</p>
<p>CUT TO: PAGE SHOWING LIST OF ACCOMMODATIONS AVAILABLE. SCROLLS DOWN AND SELECTS A 1 BEDROOM UNIT.</p>	<p>DAN:</p> <p>... it takes me to a list of the accommodations I can choose from at that resort. So I'm going to click here on the one-bedroom suite and... that's it... we're done! I get a confirmation emailed to me with all the information I need about my reservation. Now, all I have to do is show up on the check-in date, ready and excited to have some fun!</p>

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<p>CUT TO: DAN ON THE PATIO, NOT AS CLOSE AS PREVIOUS.</p>	<p>DAN:</p> <p>Like I said... easy, right?</p> <p>So you probably noticed that the reservation I made cost me XX EXPOs. That number varies depending on how big the accommodations you want are, which resort you want to go to, and the dates you choose.</p>
<p>CUT TO: DIFFERENT ANGLE OF DAN AT THE SAME LOCATION.</p>	<p>DAN:</p> <p>By the way, EXPOs are very flexible. Let's say you don't use your EXPOs within the year they were awarded. It's okay. You can let them build up and use them the following year. Or, if you go through your EXPOs for the year and it will be a while before new ones are available, you can borrow from the next year.</p>
<p>CUT TO: CLOSE UP OF DAN</p>	<p>DAN:</p> <p>As you can see, the tools that Club Exploria has designed really make it easy to enjoy your membership. Hopefully, this video has taken some of the "mystery" out of how it can work for you, too.</p>