



Sample Short Sales Letter

FOR A LIMITED TIME ONLY: TAKE TWO VACATIONS THIS YEAR... BUT ONLY PAY FOR ONE!

Dear _____:

Summer is in the air. The days are getting longer and the temperatures are getting warmer... The kids are looking forward to the end of another school year... You've got your family's plans set for summer and you're looking forward to your vacation.

No travel plans yet? No problem. Let Marriott Vacation Club help you plan something – and **receive a very special free bonus vacation** while you're at it.

EYE-POPPING, JAW-DROPPING, HEART-STOPPING VARIETY

Marriott Vacation Club isn't your parents' timeshare. You're not locked into going to the same place, at the same time, year after year. With us, the world is your oyster. You can stay at a variety of Marriott resorts, villas, and hotels near or far, from Arizona to Tokyo. Prefer cruising? Use your points on some of America's most popular cruise lines, like Norwegian, Royal Caribbean, Celebrity, and Holland America. For those who prefer adventure, let us send you on a guided tour of Machu Picchu – or maybe an African safari!

You can do all of these things—and much, much more—with your Marriott Vacation Club points. A different destination each time, or the same place if that's more your style. Don't want to travel this year? Either roll your points over, or use them on unforgettable experiences like theme park excursions, golf lessons, exotic car driving... The sky's the limit! And along with this superior variety, ownership in the Marriott Vacation Club brings you the Marriott service and value you know and expect, as well as a dedeed real estate investment.

Of course this all sounds pretty good to start with. But as we like to tell our members, "Wait! There's more!" Because if you sign up for Marriott's Vacation Club by May 31...

WE'LL SEND YOU ON A FREE BEACH VACATION THIS SUMMER!

Yes, you read that correctly. All you need to do is register for the club and purchase points by the end of the month.¹ We'll add points to your account that you can redeem for up to seven nights at one of 15 select Marriott properties in the U.S., Caribbean, or Spain. You'll still have the points you purchase available for use later – so **you'll be getting two vacations for the price of one!**

¹ Relevant terms and conditions

Take the first step now toward your free weeklong summer holiday and a lifetime of memorable vacations by signing up *here* for a live online presentation on a time and date of your choosing. There's no cost or obligation, and we'll answer all of your questions about club membership. To thank you for your time, we'll send you a free Marriott Vacation Club beach bag, complete with two beach mats and four beach towels.² Even if you choose not to join the club, they're yours to keep and enjoy.

You have nothing to lose, but you need to act quickly to take advantage of this opportunity. Timeslots for presentations are filling up, and this offer is only good through May. *Click here now* to schedule your presentation and reserve your free gift.

We can't wait to redefine your idea of vacation.

Sincerely,

Membership Director³

² While supplies last.

³ Sample piece. I was not hired by Marriott Vacation Club to write this, but it illustrates the excellent work I can deliver for you.