

Getting out *of your* TIMESHARE

A conversation with Gordon Newton,
founder of Newton Group

BBB: The Timeshare Exit Industry seems to have a bad reputation. What makes Newton Group different or unique?

Newton: Part of what makes us unique is our experience, knowledge and industry relationships. In addition to that - the owners of Newton Group along with experienced attorneys founded what has become the nation's leading timeshare consumer rights law firm. Which allows us to provide unmatched services combining timeshare exit expertise with personal legal representation. And because the owners of Newton Group also are owners of the law firm, we are able to keep these services affordable.

BBB: Why is the Timeshare Exit industry needed?

Newton: People often try to get out on their own and they fail...and they turn to us to help them. Consumers need access to reliable third party help. Newton Group and our partner law firm offer timeshare exit experience, knowledge and personal legal representation that can help level the playing field for consumers seeking an exit. We provide real help for timeshare owners and in some cases can present options that consumers may not even know exist.

BBB: Who are the people buying timeshares?

Newton: The demographics might surprise you. The average age of a timeshare owner is 39 years old. 38% earn 100k or more and over 65% are married or in a domestic partnership. So young couples with higher income seem to be who are buying.

BBB: And why do people want out?

Newton: The most common reasons people come to us looking for help are:

- Limited or no availability
- Rising costs of maintenance fees
- Their lifestyle has changed due to health and/or financial issues
- Not what they thought it would be



Gordon Newton

Author of The Consumer's Guide to Timeshare Exit, President of Newton Group and non-attorney partner at DC Capital Law.

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BBB: We hear it all the time, a lot of people feel stuck once they get into a timeshare. How hard is it to get out?

Newton: Over half of our clients have already tried and failed to end their ownership at least once before hiring us. They told us they tried going back to their resort, they tried selling it, they tried giving it away, they tried donating it... and what's concerning is that 1 in 4 of them told us they hired an exit company that failed them.

BBB: There have been some bad actors in the timeshare exit industry. Many offer "Money Back Guarantees." You say consumers shouldn't trust that guarantee though.

Newton: Unfortunately, many of these money back guarantees are not worth the paper they are printed on. For example over the past few years there have been over 40 exit companies that have closed down and/or filed for bankruptcy - and almost all of them had money back guarantees that did nothing for the consumer.

BBB: So, what should customers look for to make sure they don't get ripped off?

Newton: The first thing everyone should know. Nobody can guarantee WHEN or even IF the resort will let you out of your contract or even let you transfer your ownership. So knowing that, marketing promises that seem too good to be true - usually are:

- A guaranteed exit
- A 100% success rate
- A 100% money back guarantee
- A guaranteed timeframe of exit
- Secret "proprietary services"

Marketing messages like this can give the consumer a false sense of security as well as take their attention off of the actual services they are paying for - which in some cases may not be much. The consumer needs to focus on the actual service the exit company is going to provide, not the marketing fluff.

BBB: This can be a complicated process at times. I know every case is different, but typically what should it look like?

Newton: The best protection and service is a dual service model that combines timeshare exit experience with individual legal representation for one flat fee. And to be clear, individual legal representation means the exit company retains a personal attorney to work directly with the timeshare owner to advise them regarding their legal rights as they navigate through the timeshare exit process. And that is what we offer our clients.

BBB: Tell us about The Consumer's Guide to Timeshare Exit.

Newton: Seeing first-hand how many consumers were being harmed when trying to end their ownership. I wanted to help. I wanted to give consumers access to education and insider information that we possessed that might help protect them from the bad actors and scams that affect so many timeshare owners and plague the timeshare exit industry.

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