

# Atalaya Towers

## Tower Talk

A Newsletter for the Homeowners of Atalaya Towers IOA



May 2011

Garden City, SC

Inside this  
issue:

<i>President's Message</i>	1
<i>Owner Alert</i>	2
<i>Owner Services Information</i>	2
<i>Reservation Instructions</i>	3
<i>Reservation Procedures And Interval Calendar</i>	4
<i>Defender Realty Article</i>	5
<i>General Manager's Corner</i>	6



### President's Message

The Board worked with Defender to make some changes we hope you will enjoy during our down time this winter. The unit bedrooms have all been painted; the room with a double bed now has a custom made book case head board . You will now have a queen bed with a lamp, clock and a place to put things like a book and glasses. The twin bedroom now has a full and twin bed . There is some additional art work on the wall across from the kitchen. Our housekeeping department has worked hard to get all the deep cleaning done this year.

Just a reminder, you have a welcome basket in your room when you arrive; designed to take care of your needs until you can get to the store. You are expected to buy your own paper products, soap etc.

We are working hard on your behalf to keep down the operating cost; please help us. Please, no carts in the rooms. Again this year we are having to repair walls damaged by the carts. Do not try to open the washer to add clothes after you start the machine. And remember to keep the sliding doors shut as this saves on the air conditioning cost. Finally, we only have parking for two cars per unit. You will be given two parking passes at check-in. Place them in the car window, so Management will be aware your car is suppose to be in the parking lot.

We want to welcome Debra Lipinski to our staff. Drop by and say hello while you are at the resort.

We are looking forward to seeing you all at the beach.

Lynn Harmon, IOA President.

### **!!!!Owner Alert– A Must Read!!!!**

**See page 2 of this newsletter.**

*Board of Director's Call to Nomination Form is inserted in this newsletter. If you are interested in serving the Association, please complete and return.*

### **IMPORTANT NOTICE**

**RESERVATION INSTRUCTIONS AND PROCEDURES  
CAN BE FOUND ON PAGES 3 AND 4 OF THIS NEWSLETTER.**

**Your reservation request form is included in this mailing.**

## **URGENT OWNER ALERT**

***OWNER BE AWARE*** of unscrupulous companies that make offers to sell or otherwise take possession of your deeded week interval for a fee. During the past few years while our Country has been in recession, numerous “suspect” Transfer Companies have mushroomed whereby offering owners for a fee (which in many cases is several thousands of dollars) the opportunity to sell or transfer their ownership.

***BEFORE YOU ACT*** on an offer, please call your resort and discuss the proposed transaction, as there may be alternatives that can be reviewed that will not carry the inherent risk associated with dealing with unknown Companies. Your Board and Management care and have recently witnessed an increase in owners having been taken advantage of through illegitimate companies posing to transfer/sell their ownership for a large fee, but without finalizing the transfer. This has resulted in some owners having been **defrauded** of their money along with still having their legal obligation to the Association for both current and future maintenance fees.

**PLEASE DON'T LET THIS HAPPEN TO YOU.**

**CALL Atalaya at 843.651.4566 BEFORE ACTING ON AN OFFER.**

### **PAYING MAINTENANCE FEES**

#### **By Check**

- 1) Mail your check with the billing stub in the envelope addressed to Charlotte, NC, to the BB&T Lockbox processing center. BB&T will only process one check with one billing stub – any other payment is not processed and will be sent to Myrtle Beach for processing and deposit.
- 2) Mail your check to your resort address. Make the check payable to your resort and note your account number or unit/week. Mail your check to Defender Resorts, P.O. Box 3849, Myrtle Beach, SC 29578-3849. Make the check payable to your resort and note your account number or unit/week.
- 3) Go online to your bank and have them process an “online bill payment”. Make sure that these payments are NOT sent to Charlotte, NC, because they will not process this check without a billing stub. Please give the resort or Defender Resorts’ address to your bank for mailing.

#### **Sign up for the NEW Monthly Bank Draft (ACH)**

Fill out the form sent with your billing or go to the resort website to get a form. After filling out the form, attach a voided check and return it to your resort or Defender Resorts, P.O. Box 3849, Myrtle Beach, SC 29578-3849.

#### **By Credit Card (an additional convenience fee will be charged)**

Go to your resort website and pay online with Visa, MasterCard or Discover.

Call your resort and pay over the telephone with Visa, MasterCard or Discover.

### **FREQUENTLY ASKED QUESTIONS**

Many of your questions about your timeshare week can be answered by visiting the Defender Resorts website at [www.defenderresorts.com](http://www.defenderresorts.com) and clicking on FAQ's on the Home Page.

### Reservation Instructions

Reservation requests shall list **four** choices for a requested use period in descending order of priority. Reservation requests not having your choices listed may, in the discretion of the agent, be treated as an invalid request. If you require a week for space banking purposes only, please indicate this in the space provided and refrain from marking a specific week. This will be of great assistance to other owners who intend to enjoy their week at Atalaya.

**No** reservation requests will be accepted, for purposes of honoring reservation request, if received by the agent after October 15th of the year before the calendar year of use, regardless of the postmark date.

During the afore described reservation period of June 1st through October 15<sup>th</sup>, the agent will send out confirmations of reservation requests on a weekly basis or such alternate period as deemed appropriate by the agent.

**After** October 15<sup>th</sup> and up to October 31<sup>st</sup> of the year before the calendar year of use, the agent shall assign a specific use period to owners who have not submitted a reservation request, or for whom all the four listed choices have already been assigned. Confirmation of these assigned use periods will be mailed no later than December 1<sup>st</sup>.

An owner's failure to pay special assessments, maintenance fees or any other charges within 30 (thirty) days of the date due shall cause the agent to reject any reservation request or cancel any confirmed assignment/reservation of a use period for the owner. Upon payment of the assessment, the owner may request use of a unit during a use period within the owner's season; however, such requests shall then be granted based upon availability of use periods which have not been assigned, rented, or otherwise reserved for occupancy. An owner's inability to receive an assignment of a use period, as a result of late payment of assessments, shall not allow the owner to seek a refund of assessments paid. Cancellations will be sent out by Certified Mail.

Owners desiring to exchange their rights to the use of a unit through an exchange company should be certain to first receive a confirmed reservation request, pursuant to these procedures, prior to seeking to trade within an exchange system. A specific unit is required to effectuate an exchange; therefore, the agent, upon notification of this fact by the owner, shall assign a unit at the time of confirming an assigned use period.

Please indicate in the space provided if you have need of a handicapped friendly unit.

**If you require help or have any problem understanding the reservation procedure, please call the General Manager, Joe Trincheria, at 843-651-4566 for assistance.**

**If you have not received your confirmation letter by August 31, 2011, call the resort office.**

Board of Directors

Atalaya Towers Interval Owners Association



**RESERVATION PROCEDURE**

**May 1, 2011**

**RESERVATION SYSTEM FOR FLOATING TIMESHARE DEED**

NOTE: YOUR DEED LISTS A WEEK NUMBER AND A UNIT NUMBER; THIS IS **NOT** YOUR RESERVED WEEK. Your Reservation Request Form is included with this newsletter.

YOU MUST REQUEST A WEEK WITHIN YOUR COLOR GROUP UNDER THE FLOATING TIMESHARE SYSTEM. The same procedure applies to all color groups. Please review the week colors on the calendar to the right of this page.

**PROCEDURES FOR RESERVING USAGE**

ALL VACATION FORMS WILL BE MAILED OUT THE FIRST WEEK IN MAY FOR THE FOLLOWING YEAR VACATION PERIOD. WHATEVER COLOR YOU OWN, YOU MAY REQUEST ANY WEEK OF THE SAME COLOR FROM THE CALENDAR ON THE RIGHT OF THIS PAGE.

- BLUE Weeks                                    1 to 8 inclusive, 48 to 52 inclusive
- WHITE Weeks                                   9 to 14 inclusive, 44 to 47 inclusive
- TRADE RED Weeks                            15 to 19 inclusive, 37 to 43 inclusive
- PRIME RED Weeks                            20 to 36 inclusive

**Please be aware that the calendars from both major exchange companies differ from the one used by Atalaya to make float week reservations.**

**Atalaya's calendar is the *only* one recognized for the reservation procedure.**

ALL REQUESTS POSTMARKED JUNE 1, 2011 OR EARLIER WILL BE RANDOMLY SELECTED AND WEEKS ASSIGNED AS REQUESTED, IF AVAILABLE.

ALL REQUESTS RECEIVED AFTER JUNE 1, 2011 WILL BE ASSIGNED DAILY. GROUPING WEEKS TOGETHER OR REQUESTING MULTIPLE UNITS IN A CERTAIN WEEK IS NOT GAURANTEED, AS EACH WEEK OWNED IS TREATED INDEPENDENTLY FOR RESERVATION PURPOSES.

**Please indicate on the reservation request if you need a handicapped friendly unit.**

**Please note: If you are requesting a week with the sole purpose of space banking with RCI or II, please indicate that on your request form.**

If you are in arrears, your request form will have a notification of the past due amount. You must send in this amount with your request form, or your reservation request will not be honored.

2012	<i>Week</i>	Saturday to Saturday
<b><u>BLUE</u></b>	1	Jan 7 – Jan 14
	2	Jan 14 – Jan 21
	3	Jan 21 – Jan 28
	4	Jan 28 – Feb 4
	5	Feb 4 – Feb 11
	6	Feb 11 – Feb 18
	7	Feb 18 – Feb 25
	8	Feb 25 – Mar 4
<b><u>WHITE</u></b>	9	Mar 4 – Mar 10
	10	Mar 10 – Mar 17
	11	Mar 17 – Mar 24
	12	Mar 24 – Mar 31
	13	Mar 31 – Apr 7
	14	Apr 7 – Apr 14
	15	Apr 14 – Apr 21
<b><u>TRADE RED</u></b>	16	Apr 21 – Apr 28
	17	Apr 28 – May 5
	18	May 5 – May 12
	19	May 12 – May 19
	20	May 19 – May 26
<b><u>PRIME RED</u></b>	21	May 26 – Jun 2
	22	Jun 2 – Jun 9
	23	Jun 9 – Jun 16
	24	Jun 16 – Jun 23
	25	Jun 23 – Jun 30
	26	Jun 30 – Jul 7
	27	Jul 7 – Jul 14
	28	Jul 14 – Jul 21
	29	Jul 21 – Jul 28
	30	Jul 28 – Aug 4
	31	Aug 4 – Aug 11
	32	Aug 11 – Aug 18
	33	Aug 18 – Aug 25
	34	Aug 25 – Sep 1
	35	Sep 1 – Sep 8
	36	Sep 8 – Sep 15
	<b><u>TRADE RED</u></b>	37
38		Sep 22 – Sep 29
39		Sep 29 – Oct 6
40		Oct 6 – Oct 13
41		Oct 13 – Oct 20
42		Oct 20 – Oct 27
43		Oct 27 – Nov 3
<b><u>WHITE</u></b>	44	Nov 3 – Nov 10
	45	Nov 10 – Nov 17
	46	Nov 17 – Nov 24
	47	Nov 24 – Dec 1
<b><u>BLUE</u></b>	48	Dec 1 – Dec 8
	49	Dec 8 – Dec 15
	50	Dec 15 – Dec 22
	51	Dec 22 – Dec 29
	52	Dec 29 – Jan 5

**DEFENDER REALTY'S RESALE CORNER...**

We have **added Weeks 39, 40, 41 and Two Additional Bonus Stays** to the Defender Flex® Program that started in January 2011. There are up to 8 additional bonus nights in January and up to 8 additional bonus nights in February. It offers the owners up to **32 bonus nights** each year in addition to their week, based upon availability.

In most cases when an owner refers a family member or friend to us, they become owners. Owner referrals help to keep the maintenance fees down. Your maintenance fee at Atalaya is very reasonable considering the national average for a three bedroom is well over \$825 a year. You can help keep the costs down by referring people. Defender Realty has introduced a brand new Owner Referral Program. It is called **“Let The Pyramid Pay Your Maintenance Fee”**. You can become a Platinum, Gold, Silver or Bronze partner and earn large sums of **CASH** for those referrals. Call us for your Pyramid brochure.

If the economy continues to show improvement, it will not be long before you see timeshare weeks jump in prices. We have already seen a couple of developers in Myrtle Beach jack their prices way up. These days it is amazing why someone would want to tour a developer resort, pay very inflated prices, get beat on for six hours, receive a cheap gift, when they could purchase on the resale market. Atalaya Towers trades just as well through exchange companies as most new developer resorts in this town and ownership costs a lot less. Contact Fay Taylor at **(843) 272-7181 Ext. 7215** for a no hassle complete details of available weeks she is offering at Atalaya on the resale market price.

Have a great spring and summer and we look forward to seeing you at the resort.

Frank Baker  
Defender Realty, Inc.  
(843) 497-6431  
fbaker@defenderresorts.com



**RULES AND REGULATIONS UPDATE:**

While visiting the resort, if you have locked yourself out of your unit after hours, which requires staff to come back and provide access, there will be a **\$40 CASH FEE** which will be required to be paid *prior* to access being granted to the unit.



**May we have your email address?**

Please provide us with your e-mail address....

We do not give or sell e-mail addresses; we simply use them as a tool to communicate with you. As we move forward into the technological age, it is becoming a more popular method of communication and is certainly more economically friendly. To provide us with your email address (or any other address or phone changes), you can simply e-mail the resort at: [at@defenderresorts.com](mailto:at@defenderresorts.com).





## General Manager's Corner

Dear Homeowners,

It has been a year since I was introduced to Atalaya Towers, and it has been an experience that can not be described as anything shy of outstanding. I enjoy learning new things, and in particular, the Timeshare Industry. That coupled with my Property Management experience, which I have been involved in for nearly 10 years has allowed me to progress in the overall perspective.

We have been very busy at Atalaya Towers since the last newsletter with the summer, and really rolling directly into the winter projects. In particular the 2011 Refurbishment of our Timeshare units.

Several improvements that have been made with the Refurbishment Project include:

- ◆ All bedrooms have been painted in all units.
- ◆ King size mattresses have been replaced in 14 units.
- ◆ New artwork has been installed in the hallway of each unit.
- ◆ Relocating the full bed into the twin bedroom that had two twins, and removing a twin.
- ◆ Installing a custom- built queen headboard with new bed frame, mattress set as well as custom made bedspreads where the full bed was.
- ◆ Also purchased and installed reading lamps that sit in the shelf, built-in with the headboard.
- ◆ Installed shoe molding in the hallways to give an even finished look.
- ◆ Repaired and repainted hallways.
- ◆ Carpets re-stretched in most of the units.

Your Board of Directors as well as the Management Staff worked closely together researching, and having prototypes built for feasibility purposes. Everyone involved was very open to constructive criticism to assure 100% satisfaction for you when you stay at your vacation home.

As always, we welcome your comments and suggestions and encourage you to be sure to fill out your Comment Card when staying at the resort; it is with your feedback that we can continue to improve your vacation experience.

Joe Trincheria  
General Manager

**ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION  
BOARD OF DIRECTORS**

**NOMINATION APPLICATION FORM**

The Atalaya Towers Interval Owners Association Board of Directors requests owners who are interested in providing service to the Association on the Board of Directors to advise the Board of their interest by providing the following information:

**This form must be received no later than September 09, 2011.**

(PLEASE PRINT)

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Unit/Week(s) Owned: \_\_\_\_\_

Address:

\_\_\_\_\_

Education:

\_\_\_\_\_

\_\_\_\_\_

**Each category should be limited to no more than 25 words.**

**1. What do you consider to be the short term needs of Atalaya Towers Interval?**

\_\_\_\_\_

\_\_\_\_\_

**2. What do you consider to be the long term concerns of Atalaya Towers Interval?**

\_\_\_\_\_

\_\_\_\_\_

**3. What do you feel you will contribute to Atalaya Towers Interval as a member of the Board of Directors?**

\_\_\_\_\_

\_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

**Mail to:**

**Attn.: Atalaya Towers Interval Owners Association**

**C/O Defender Resorts,**

**P.O. Box 3849**

**Myrtle Beach, SC 29578**