



Atalaya Towers Tower Talk

A Newsletter for the Homeowners of Atalaya Towers IOA

May 2014

Garden City, SC

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President's Message

Happy Spring to all!

We have had a very good winter here at Atalaya Towers. We now have three units that are HANDICAP FRIENDLY. There have been some changes in most of our units and the office has been totally transformed. Hopefully, you will see a more efficient and professional atmosphere as you check-in for your next visit.

When you visit Atalaya Towers the next time, please take a few minutes to fill out your opinion survey of the unit. We welcome your input. We also need everyone to remember check-in time is at 4:00 pm and not to arrive prior. Our housekeeping staff needs as much time as possible to prepare the units for your week. Please don't load the luggage carts with your belongings until you have your room keys. Owners with their keys but no carts to use slows down everyone's check in. We have to remember, we are 19 units out of an 80 unit building.

Also, if you are coming to the beach, call and check on rentals here at Atalaya Towers. We have winter rentals at drastically reduced rates. The rentals of these units helps to hold down your maintenance fees. We now have some units in the Snow Bird program that can be rented from 1 to 3 months. Give us a call and schedule your additional time here.

Have a wonderful and safe summer. We hope to see you at the ANNUAL meeting on NOVEMBER 8th.

Lynn Harmon, President

Board of Directors' 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, 4, and 5 OF THIS NEWSLETTER.

DEFENDER REALTY'S RESALE CORNER...

It is amazing to us why people continue to tour developer resorts. They pay more than double or triple the value, get beat on for six hours, and receive less than a great gift for their time. Purchasing on the resale market could save up to 70% of what developers charge. Resale buyers are not hassled and own at a resort controlled by the owners, not by a developer.

Atalaya is the type of resort where you can be proud to be an owner. This resort trades just as well through the exchange company as most new developer resorts. Ownership costs thousands less and you feel like you are part of a family. Contact Defender Realty at (843)497-6431 for availability and ask about the "roll back" pricing on association owned inventory. Inventory is limited and this special pricing is being offered on a first come, first served basis. This offer will expire May 30, 2014.

We have clients that are looking for prime red weeks at Atalaya. If you have considered selling your week, please contact Defender Realty for complete details.

Coming in 2014: DIAL AN EXCHANGE

Have a great spring and summer.

Frank Baker

Defender Realty

(843)497-6431

fbaker@defenderresorts.com



IF YOU HAVE MOVED...

Please make sure that we have your new address for the homeowners' association database, so you will continue to receive mailings. Remember, it is your responsibility to notify us by the end of the year if you have not received a bill for the next year's maintenance fee. You may contact your resort and they can record your new address. There is also a place on the main page at www.defenderresorts.com to "Email Us".



It's Not Easy Being Green

In an effort to be greener, we will be using email as a way to communicate more with you in the future.

We are asking that you provide the resort with your email address. The address would be used to connect with you and to provide you immediate access to information. It is a more practical way to communicate, due to the ever increasing cost of postage to mail correspondence in hardcopy form.

We understand that many people do not want to give out their personal email address, so we do recommend you set up an email account just to receive your correspondence from the resort.

Please send your email address to:
at@defenderresorts.com

Atalaya Towers and Defender Resorts, Inc. **will not sell** or use your information in any way other than to communicate with you.

Thank you for your support in making our world a little greener!

Dear Atalaya Towers Interval Owners:

Your Board of Directors and Management Company would like to take this opportunity to provide you with helpful guidance in requesting your 2015 week(s).

There are only 19 timeshare condominiums at Atalaya out of the 80 units in the building. Atalaya is a floating time share system, not a fixed week system. The obligation of the Board is to assign you a week within the color season you own.

As you may know, getting exactly the week you want is sometimes impossible. In order to help you understand the reasons, we will show you some examples of requests from previous years.

White Season: Spring White Season weeks are 9-14. Out of 62 requests received last year, 39 were for week 14 alone.

Trade Red Season: Trade Red Season weeks are 15-19 and 37-43. Out of 110 requests received last year, 50 were for weeks 19 and 37 only.

Prime Red Season: Prime Red Season weeks are May 18th (week 20) to September 14th (week 36). This season is totally sold out, and all "Prime Red Season" owners must fit into this time frame. Many owners are now asking for multiple weeks in peak prime red season (week 24-30). Those owners must be more flexible, and realize that these requests cannot be granted at the expense of other owners.

Here are some helpful hints and reminders to help with this process.

- If you are requesting back-to-back weeks or multiple units in the same week, please stay away from the most popular time periods and provide multiple choices of when you are willing to vacation.
- Use a minimum of four (4) weeks for your choices on the reservation form. Many people just provide one choice, and that gives no options to help you.
- If you intend to space bank your week(s), please **mark it** clearly on your form.
- Notes made on the reservation form are read, and will be taken into consideration if applicable.

NOTE: The General Manager does not assign the interval weeks. In order to maintain the integrity of the process assigning of weeks is done by an independent group.

We sincerely hope you have a wonderful vacation at Atalaya, and trust these examples and guidelines will assist you in making your choice.

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 15th, 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 15th and up to October 31st 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 1st.

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, call the General Manager, Joe Trinchera, at 843-651-4566 for assistance.

If you have not received your confirmation letter by August 31, 2014, call the resort office.

Board of Directors

Atalaya Towers Interval Owners Association



**ATALAYA TOWERS INTERVAL OWNERS
ASSOCIATION, INC.**

RESERVATION PROCEDURE

May 1, 2014

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, 2014 OR EARLIER WILL BE RANDOMLY SELECTED AND WEEKS ASSIGNED AS REQUESTED, IF AVAILABLE.

ALL REQUESTS RECEIVED AFTER JUNE 1, 2014 WILL BE ASSIGNED DAILY. GROUPING WEEKS TOGETHER OR REQUESTING MULTIPLE UNITS IN A CERTAIN WEEK IS NOT GUARANTEED, 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.

2015	<i>Week</i>	Saturday to Saturday
<u>BLUE</u>	1	Jan 3 – Jan 10
	2	Jan 10 – Jan 17
	3	Jan 17 – Jan 24
	4	Jan 24 – Jan 31
	5	Jan 31 – Feb 7
	6	Feb 7 – Feb 14
	7	Feb 14 – Feb 21
	8	Feb 21 – Feb 28
<u>WHITE</u>	9	Feb 28 – Mar 7
	10	Mar 7 – Mar 14
	11	Mar 14 – Mar 21
	12	Mar 21 – Mar 28
	13	Mar 28 – Apr 4
	14	Apr 4 – Apr 11
<u>TRADE RED</u>	15	Apr 11 – Apr 18
	16	Apr 18 – Apr 25
	17	Apr 25 – May 2
	18	May 2 – May 9
	19	May 9 – May 16
<u>PRIME RED</u>	20	May 16 – May 23
	21	May 23 – May 30
	22	May 30 – Jun 6
	23	Jun 6 – Jun 14
	24	Jun 14 – Jun 20
	25	Jun 20 – Jun 27
	26	Jun 27 – Jul 4
	27	Jul 4 – Jul 11
	28	Jul 11 – Jul 18
	29	Jul 18 – Jul 25
	30	Jul 25 – Aug 1
	31	Aug 1 – Aug 8
	32	Aug 8 – Aug 15
	33	Aug 15 – Aug 22
	34	Aug 22 – Aug 29
	35	Aug 29 – Sep 5
	36	Sep 5 – Sep 12
<u>TRADE RED</u>	37	Sep 12 – Sep 19
	38	Sep 19 – Sep 26
	39	Sep 26 – Oct 3
	40	Oct 3 – Oct 10
	41	Oct 10 – Oct 17
	42	Oct 17 – Oct 24
	43	Oct 24 – Oct 31
<u>WHITE</u>	44	Oct 31 – Nov 7
	45	Nov 7 – Nov 14
	46	Nov 14 – Nov 21
	47	Nov 21 – Nov 28
<u>BLUE</u>	48	Nov 28 – Dec 5
	49	Dec 5 – Dec 12
	50	Dec 12 – Dec 19
	51	Dec 19 – Dec 26
	52	Dec 26 – Jan 2

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.

Dear Interval Homeowners,

We have been very busy at Atalaya Towers since our last newsletter at the end of last year. Wintertime does not mean hibernating at Atalaya. We have a small window of opportunity to take care of your units after a demanding year and get them prepared for the upcoming year.

Several improvements have been accomplished with the 2014 miscellaneous refurbishment projects including:

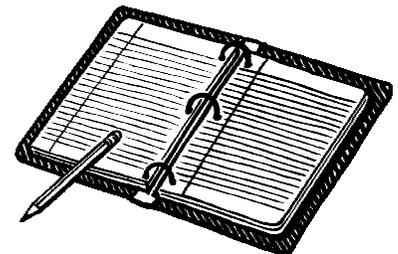
- We converted two Master Baths from tub to custom-built tile walk in showers.*
- We completed the installation of grab bars in all baths.*
- We installed new carpeting in two units. one with rolled carpeting, and one with tile carpeting. If you stay in 504 or 302 this year, please share your opinions with us. The carpet tiles are much simpler to repair and maintain. We need your input for which carpet to go with in the future for the remaining units.*
- The office experienced a major face-lift. We strived to make the first impression of Atalaya Towers reflect an enhanced pride of ownership.*
- Our maintenance department worked diligently patching walls and repainting for a fresh look.*
- The corner units have a fresh feel from simply rearranging the furniture for a new look as well as redirecting traffic areas to protect carpeting.*
- We have also changed our phone service provider to now include free long distance.*

Please read the information regarding the reservation request process. It could help lessen the stress making reservations for 2015. Once reservations are made it's nearly impossible to move them, especially Prime Red. The committee takes two weeks to read special notes on the requests in order to assign weeks and once they are set it's complete.

As always, we welcome your comments and suggestions and encourage you 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.

Mark your calendars to give us a call at the first week of October to see what units will be available for monthly rentals in January, February, and possibly March. For \$1100 you could have a unit for the entire month of January or February which includes all utilities. March monthly rentals are in very limited supply at \$1200 for the month.

*Joe Trincheria
General Manager*



ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION
BOARD OF DIRECTORS
NOMINATION APPLICATION FORM

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

This form must be received no later than September 05, 2014.

Name: _____ Telephone: _____

Unit/Week(s) Owned: _____

Address: _____

Education: _____

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:* _____

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

Mail to: Attn.: Atalaya Towers Interval Owners Association
C/O Defender Resorts, PO Box 3849, Myrtle Beach, SC 29578