



PRESS RELEASE

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FRANK INGRANDE RE-JOINS RESORTCOM INTERNATIONAL San Diego Entrepreneur Named Vice President/Sales and Marketing Services

SAN DIEGO, CALIFORNIA (August 22, 2011) – ResortCom International LLC announced that Frank Ingrande has joined its executive management team as Vice President / Sales and Marketing Services. During the late '90s Frank worked in-house as both Director of New Product Design and Implementation, as well as Director of Resort Marketing. During that time he has acted both as a consultant to ResortCom and used its services as client.

A native San Diego resident with more than 25 years of experience in the second-home industry and more than 10 years in the second-home market in Mexico, Frank has hands-on management experience in international second-home prospect generation, advertising, marketing, sales, sales management, computer programming, accounting, and loan servicing. He is responsible for developing five successful marketing and sales ventures in the last 15 years. His background also includes direct experience in acquiring, marketing and selling property in Mexico. He holds a Bachelor of Business Administration degree and a Master of Business Administration degree with an emphasis in Entrepreneurship and International Business from the University of San Diego.

"We are glad to have Frank as an expert who combines technology and innovation when it comes to solving marketing and sales challenges for our clients," said Alex Marxer, president of ResortCom. "He has a rare combination of a fresh perspective with knowledge of our evolving corporate culture. He understands that nothing is more important to a business than knowing how to generate a quality lead and knowing how to convert that lead into a purchase. He's been doing that for years!"

"ResortCom has created a well-designed owner referral and non-buyer marketing program," explains Frank. "The program, working in conjunction with resort sales and marketing teams has consistently achieved closing rates over 35% and with \$5000 efficiencies. Our high level of technological savvy results in keeping direct marketing costs averaging less than 16%. I know this from experience!"

ResortCom utilizes its comprehensive SaaS (**Software as a Service**) platform with a fully integrated CRM system to manage any customer questions and follow-up. ResortCom's Real Time Dashboards are accessible from anywhere and can drive strategy and programs, increase revenue per tour and average price, while reducing rescissions and cancellations through full-process integration.

The San Diego-based ResortCom International is known as the top performer in Global Portfolio Management exemplified in healthy portfolios, low delinquencies and foreclosures. In addition to loan receivables servicing and portfolio management, ResortCom' Financial Services Division also specializes in Maintenance Fee Billing and Collections, Merchant Credit Card Services, Tax Withholding Trust administration, Custodial Services and Lender Support. The international company provides services in any language or currency. It also has a Resort Management division called Tapestry Resorts.

ResortCom International's current client list includes El Cid Resorts, Grand Solmar, Occidental Vacation Club, Park Plaza Resort, Playa Grande Resort and Spa, Raintree Vacation Club, Universal Vacation Club, Viva Vacation Club, Villa La Estancia Resort, Velas Vallarta, Bahia de Principe Avalon Vacation Club, Royal Holiday/Costamex and The Villa Group to name a few.

ResortCom International's International Headquarters are located at 404 Camino Del Rio South, Fourth Floor, San Diego, CA 92108. The company has offices in Mexico City, Sao Paulo, Brazil, Phuket, Thailand and San Francisco. For more information about ResortCom International, www.resortcom.com.

