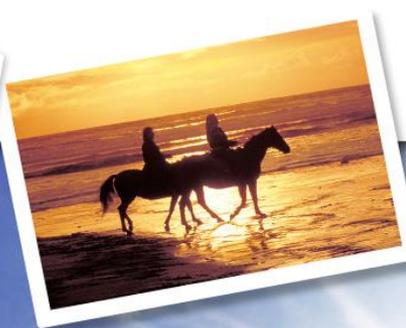




CONDO  
P A S S ©





# Business Challenges of a Company

Increase  
Sales

Cut Costs

Amplify  
Customer  
Value

Grow  
Earnings per  
Customer

Customer  
Retention



# Strengthening Product Strategy





# Product Differentiation



THE WORLD'S BEST  
CONDOMINIUM  
MEMBERSHIP



CONDO  
PASS

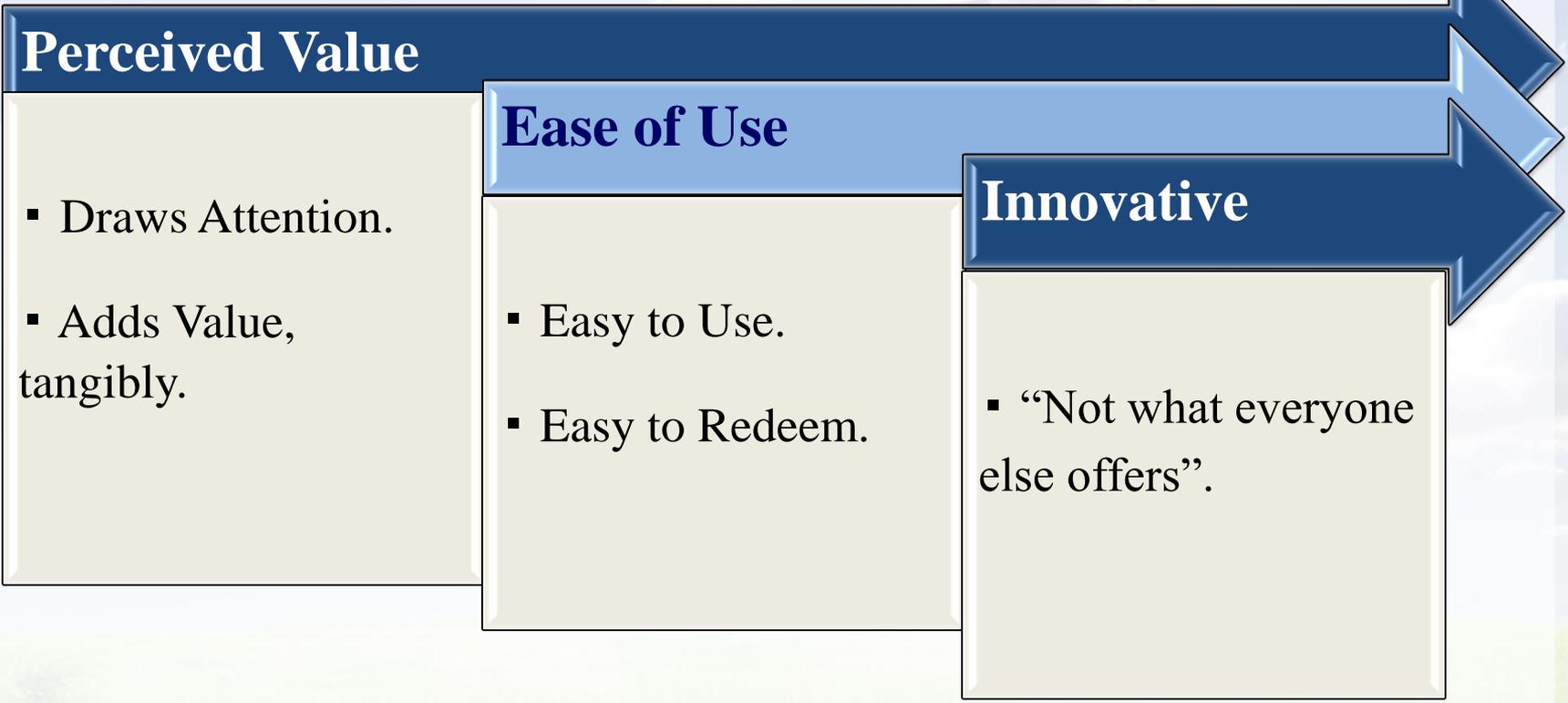


## Adding Value through Benefits





# Characteristics of a Benefit





## Common Problems of Benefits

### Management

- Allocate financial resources and time to manage the purchase and administration of benefits.

### Innovation

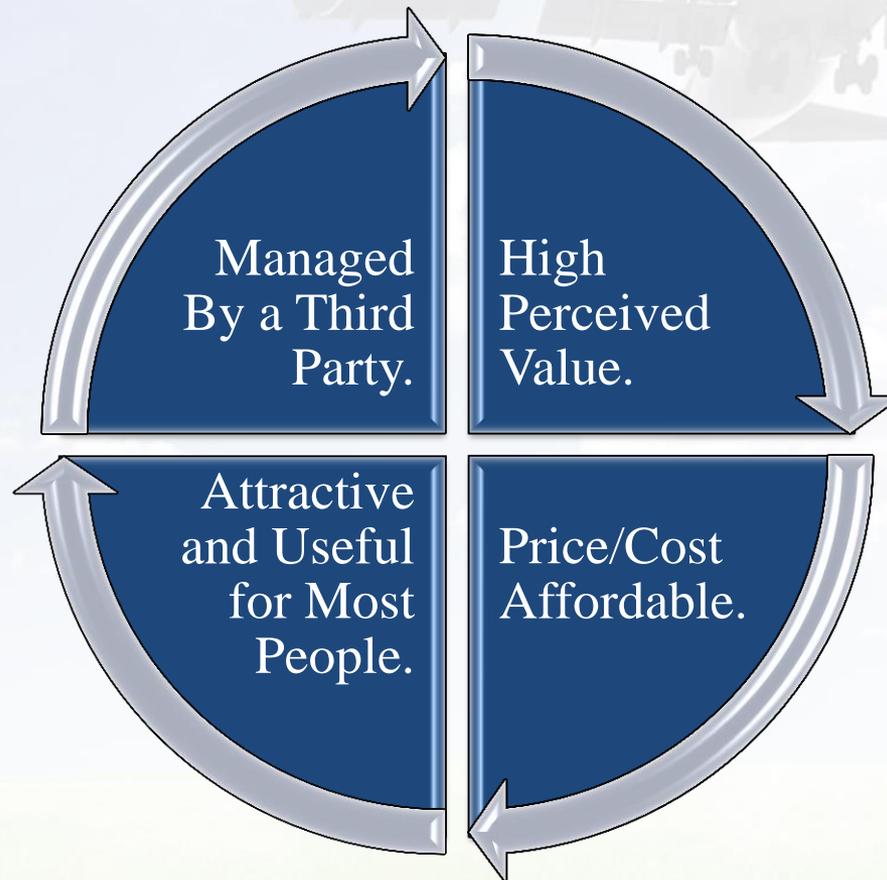
- Come up with something distinctive and desirable.
- Attractive to most costumers.

### Price

- Requires the expenditure of a considerable amount of money.
- Have a high perceived value or risk generating a negative effect.



## Components of an Ideal Benefit



THE WORLD'S BEST  
CONDOMINIUM  
MEMBERSHIP



CONDO  
PASS



CONDO  
PASS.®

**The Ideal Benefit**

THE WORLD'S BEST  
CONDOMINIUM  
MEMBERSHIP



CONDO  
PASS



## CONDO PASS, What is it?



**Condo Pass is the World's Best Condominium Membership.**

It was created by the founders of **Universal Rewards**,  
the pioneers of **Priceless Memberships**.

THE WORLD'S BEST  
CONDOMINIUM  
MEMBERSHIP



CONDO  
PASS



# Why CONDO PASS?





## The CONDO PASS Advantage!

### Added Value

Save on Accommodations, Car Rentals, Restaurants, Tours and Attractions.

Also, enjoy discounts in THOUSANDS of locations around the world.

### Innovation

Save money and enjoy discounts in a wide variety of destinations while you design your next vacation (thanks to your employer or service provider).

**CONDO PASS**

### No Gimmicks

With CONDO PASS there are no strings attached. No risks, no maintenance fee, no obligations or penalties, no long term commitments or anything like that.

### Simplicity

From the moment you get your membership you can begin planning your next vacation enjoying extraordinary benefits.



## CONDO PASS, How Does It Work?

### BUY

- When a membership is acquired a unique access code is received by the new member.

### SIGN UP

- With the access code, sign up into the Site and start taking advantage of the special savings and discounts.

### BOOK

Make reservations online and start to enjoy incredible savings and discounts.

### TRAVEL

- The member enjoys an excellent trip for an extremely attractive price though discounts obtained with CONDO PASS



## What Do I Get With CONDO PASS?

Save in thousands of Resorts around the globe.



Enjoy discounts on Car Rentals worldwide.



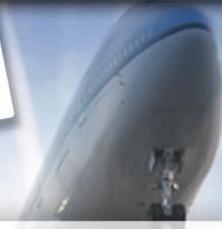
Special discounts on Tours and Attractions in more than 100 countries.



Get a rebate in more than 5,000 Restaurants throughout Spain.



Get a 30 day Access Code for **Savings Pass** on your next trip to the USA, Canada or Puerto Rico and enjoy more than 500,000 discounts in Restaurants, Shopping, Hotels, Entertainment, Theme Parks, Golf Courses, Cruisers, Sports and Cultural Events, Online Promotions and much more.



# Real Life Example: ORLANDO, FLORIDA

<u>CONDO PASS</u>	<u>Supplier</u>	<u>REGULAR PRICE</u>	<u>CONDO PASS</u>	<u>SAVINGS</u>	
Hotel	Hotel Legacy Vacation Club Orlando	\$993.02	\$809.00	\$184.02	19%
1 week car rental (SUV)	Hertz	\$562.00	\$413.65	\$148.35	26%
Theme Park (4 people x 7 days)	Disney (Park Hopper 3 extra days free)	\$1,567.68	\$1,376.00	\$191.68	12%
Restaurants (3 meals x 4 people x \$30 USD x 7 days)	Ay! Jalisco-The daybreak dinner	\$2,520.00	\$1,260.00	\$1,260.00	50%
Total		<b>\$5,642.70</b>	<b>\$3,858.65</b>	<b>\$1,784.05</b>	<b>32%</b>

- ✓ Prices in USD
- ✓ Condo Pass prices taken from the Web Site on the 22<sup>th</sup> of July, 2013
- ✓ Regulated Price taken from common travel websites.
- ✓ To calculate the meals, take the discount posted by the restaurant in CONDO PASS, which in this case is 50%.



# This is Our Invitation to Sign Up!



YOUR LOGO  
HERE

## ***READY FOR THE BLISS OF PLANNING YOUR NEXT VACATION?***

Your are a few clicks away from saving money on your next trip.

Visit [condopass.net/register/](http://condopass.net/register/) right click on the **Sign up** button, and register with the **Access Code** below to create your account. Then, you can start downloading incredible discounts.

Your Access Code: **[code]** (Valid until [date])

---

**\*\*Your Savings Pass Code: [savingspasscode]**

**\*\*Savings Pass** offers you thousands of exclusive discounts throughout the United States and Canada. To start using this benefit you will need to sign up at [savingspass.net/register/](http://savingspass.net/register/) using the **Access Code** mentioned above to register your **e-mail** and create your **password** to login.



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