We’re the Face of Vacation Ownership

Nearly 10 million households own a timeshare creating nearly $100 billion in economic output.
ARDA-ROC Advocates for Timeshare Owners Today
The American Resort Development Association Resort Owners’ Coalition (ARDA-ROC) is a non-profit organization formed to represent the interests of timeshare owners at the federal, state, and local levels of government.

ARDA-ROC is recognized as the largest and most established timeshare owner advocacy organization in the world. Our singular voice representing timeshare owners is well-known and held in high regard across the country in city halls, state legislatures, and on Capitol Hill. Our strength in numbers approach and grassroots funding help ensure our powerful advocacy arm exists and is equipped to react quickly to fight the next legislative battle, not just the last. These resources have allowed us to expand our offerings over the years to include educational efforts for timeshare owners and homeowners’ associations.
Our Mission
Nearly 10 million households own a timeshare and ARDA-ROC exists to protect and defend timeshare owners from any efforts that could hurt their well-being.

ARDA-ROC’s mission is to preserve, protect, and enhance the vacation ownership experience for timeshare owners through advocacy and the creation of tools and resources for their use and benefit. ARDA-ROC chooses to engage on issues based upon several important factors, including:

- The overall economic or operational effect the issue has on timeshare owners as a whole.
- Whether the issue sets a negative or positive precedent that could be followed by another local, state, or other regulatory body.
- The potential effect the issue has on owners. ARDA-ROC does not engage on issues that exist between individual timeshare owners and their timeshare developer or management company.
Our Promise is Owner Protection
ARDA-ROC is always active in numerous legislative matters on behalf of owners. Over the past several years, ARDA-ROC has found itself primarily focused on the following issues:

**Consumer Scams**
We introduce and pass pro-consumer legislation that protects owners from falling victim to scams.

**Third-Party Resale and Exit Companies**
We introduce and support appropriate regulation and transparency for companies who offer resale and timeshare exit services. This is extremely important to protect timeshare owners from a proliferation of scam companies and fly-by-night companies who take upfront fees from consumers without following through on their promises.

**Non-Judicial Foreclosure Laws**
We support laws and regulations that provide for expedited foreclosure processes for homeowner associations (HOAs). This saves HOAs both time and money by allowing the foreclosure process to take place outside the court system.

**Timeshare Owner Privacy Laws**
We support responsible privacy protection for owners to ensure personal information is not shared with third parties for commercial purposes, unwanted solicitation, or fraudulent activity.

**Owner Taxation**
We defend against taxation that would result in unnecessary financial pain and burden by opposing all efforts to impose or increase taxes on owners, including tax on exchange, transient accommodations tax, and unfair property taxes.
Our Actions Enhance Ownership
At the heart of ARDA-ROC’s efforts are our ongoing actions which focus on preserving and enhancing the timeshare ownership experience for all owners.

**Direct Lobbying**
ARDA-ROC engages federal, state, and local lobbyists to introduce, support, or oppose legislation that is of interest to timeshare owners.

**Public Relations**
ARDA-ROC hires communication professionals to help craft messaging and work with our staff and hired contractors on a variety of issues.

**Supporting Issue Advocacy Organizations**
ARDA-ROC works with other organizations to help support or oppose legislative or regulatory matters. ARDA-ROC may choose to support those organizations through human or financial capital, or both.

**Litigation Support**
ARDA-ROC files litigation on behalf of affected timeshare owners and files amicus briefs in support of litigation efforts when appropriate.

**Research**
ARDA-ROC, in conjunction with the ARDA International Foundation (AIF), conducts research that is integral to its legislative and lobbying efforts. ARDA-ROC will also conduct specific and targeted research when it is helpful to a specific localized issue.

ARDA-ROC cares about the integrity of timeshare. Contact us today to learn more.

For more information on the impacts of our advocacy, please visit our website [www.arda-roc.org/advocacy/roc-wins](http://www.arda-roc.org/advocacy/roc-wins)

If you have questions or need assistance with a federal issue, please email Kevin Riley at kriley@arda.org

If you have questions or need assistance with a state or local issue, please email Elizabeth Baker at ebaker@arda.org