



nerej

3RD HOME sets a new standard in home exchange programs

October 11, 2012 - Front Section

3RD HOME (www.3RDHOME.com) sets a new standard in home exchange programs, enabling members to access limitless premier vacation experiences. Founded in 2010 by Wade Shealy, one of the foremost leaders in resort real estate sales, marketing and development, 3RD HOME provides second homeowners with the opportunity to optimize the potential of their real estate asset. Members are able to explore a world of luxury properties in the most desirable locations with nominal membership and transaction fees, and without the requisite direct or simultaneous exchanges standard in the industry. By leveraging scale, trust and accessibility, the 3RD HOME paradigm presents unparalleled benefits to members compared to the traditional home exchange archetype, and makes it a beneficial alternative to destination clubs for those who own second homes.

"A vacation home often represents a defining and compelling residential lifestyle experience for its owners. We created 3RD HOME to fill a need expressed by the most discerning individuals to find a desirable, safe and trustworthy way to expand the use of these residences," said Shealy. "Second homes are costly assets, requiring 12 months of expense without 12 months of use. Their owners will frequently journey to the same destination in order to justify their investment rather than exploring new places. The 3RD HOME community provides members with a safe and easy platform for anytime access to the world's finest destinations."

By making weeks of time in their second home available for other members' use, members earn credits in the form of 3RD HOME Keys that can be used as currency for stays at other 3RD HOME properties. With over 1,300 unique luxury properties in the world's most desirable destinations, this innovative platform provides members with unprecedented access to instantly reserve residences based on personal preferences. 3RD HOME facilitates a reliable and safe exchange process that delivers comprehensive updated, accurate information and allows members to provide unbiased ratings and feedback on their host and guest experiences. This has contributed to the company's success in facilitating over 1,000 luxury home stays in the last 12 months alone with incomparable member satisfaction.

"We are not a conventional exchange program. With other programs that require a direct, simultaneous exchange, finding a willing trader with a desired property on the exact dates required is a challenge," said Giles Adams, Partner & President. "With 3RD HOME every property listed is available to you. At the same time, we are very selective and only accept properties, resorts and locations that are among the most desirable in the world. We pre-screen our members for home quality and personal character before admittance, solicit reviews from hosts and guests for every stay and require good standing in order to remain in the 3RD HOME club. "

With a current community of over 1,100 members and a portfolio featuring over 1,300 properties that are worth an average of \$2.25 million, and many in excess of \$4 million, 3RD HOME offers access to unrivaled properties in over 66 countries across the globe. From expansive log cabins in premier skiing destinations to luxury apartments in the most enviable addresses in major cities, residences offered through 3RD HOME consistently provide sophisticated travelers with unmatched experiences. The 3RD HOME portfolio includes diverse properties sure to please members' discerning tastes. A number of these properties are located in the most iconic developments, which endorse 3RD HOME for their property owners, ranging from the Trump International Hotel & Tower in New York City and The Reefs Hotel & Club in Bermuda to Esperanza, an Auberge Resort in Cabo San Lucas.

3RD HOME's two year membership fee is currently \$495. A reservation fee of \$495 per week is also required by a Guest Member when they make a booking to use another property in the club.

3RD HOME facilitates a reliable and safe exchange process through a seamless internet platform, providing sophisticated travelers with unmatched experiences. To learn more visit www.3RDHOME.com.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540