



THE RECIPROCAL TRAVEL CLUB FOR LUXURY SECOND HOMEOWNERS



Where will your residence at  
Element 52 take you?



APRIL 2014 UPDATE



**YOUR RESIDENCE AT ELEMENT 52 IS THE KEY TO OVER 1800 LUXURY DESTINATIONS WORLDWIDE, WHEN YOU JOIN 3RD HOME.**

Dear Owner:

Element 52 is pleased to offer you expanded vacation options through its partnership with 3RD HOME, the world’s premier private reciprocal club. Owners at Element 52 are eligible for a FREE Membership with 3RD HOME. By joining, you can turn your unused time at your residence into desirable vacations around the world.

Simply deposit one or more weeks of your time for exchange to over 1800 exclusive properties worldwide. Choose from destinations like Paris, Napa, London, Greece and Italy just to name a few. Everything you need to get started is included in this brochure, and you’ll find more information on the 3RD HOME website.

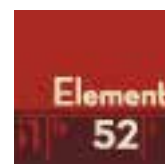
It’s as easy as one, two, three.

1. Visit [www.element52.3rdhome.com/signup](http://www.element52.3rdhome.com/signup) and complete steps one and two of the enrollment process. A 3RD HOME team member will contact you to answer any questions that you have.
2. Deposit one or more of your weeks into the club to earn 3RD HOME Keys.
3. Book a week at any available 3RD HOME property and start packing for a great vacation!

If you have any questions, feel free to contact 3RD HOME at 855.693.7346, visit their website, or contact me directly.

Sincerely,

Jacqueline Glokler  
General Manager  
Element 52



**SPECIAL OFFER: COMPLIMENTARY MEMBERSHIP**

Join 3RD HOME and the membership fee will be waived.

Visit [www.element52.3rdhome.com/signup](http://www.element52.3rdhome.com/signup) or call: 855-693-7346 and mention Element 52.

UNLOCK THE DOORS TO A WORLD OF LUXURY...  
YOU ALREADY HOLD THE KEY!



## WHAT IS 3RD HOME?

3RD HOME was created to fill a need expressed by second homeowners to find a safe and trustworthy way to “expand” the use of their second homes without the hassle or expense of renting. 3RD HOME enables second homeowners to exchange time in their home for stays at premier luxury destinations worldwide.

By depositing weeks in their second homes into the club, members can reserve another great home any time in advance or at the last minute. Our intuitive and interactive site allows members to simply go online, browse, click and instantly reserve their vacations. There are hundreds of desirable destinations to choose from. The scale and quality are unprecedented. Many homes even come from the top branded destination clubs and real estate developments that endorse 3RD HOME for their owners.

To be accepted into our club, members’ properties must be located in a desirable location with quality furnishings, appointments and amenities. Each host and guest are rated after each stay, ensuring that the club remains a community of like-minded and trusted individuals.





## EARNING KEY CREDITS

When you join 3RD HOME, you will establish a personal account and a 3RD HOME team member will list your home on the site. Next, you'll select weeks that you agree to make available exclusively for other members.

Residences at Element 52 earn a base Key level based on their size and amenities. This is the number of Keys you will earn for each Non Peak or Off Season week deposited:

- 1 Key = 1 Bedroom
- 2 Keys = 2 Bedrooms
- 3 Keys = 3 Bedrooms
- 4 Keys = 4 Bedrooms
- 5 Keys = 5 Bedrooms

You can earn extra Keys when you deposit the most desirable weeks that other members want to visit. You'll earn Double Keys when you deposit a Peak week, and Triple Keys when you deposit a Holiday week. You'll be able to see how each week is classified and the number of Keys you can earn before you make any deposit.

As long as your deposited weeks are more than 60 days out, and are not Off Season, 3RD HOME will credit you immediately with Keys. If you deposit weeks that occur within less than 60 days, or are Off Season, 3RD HOME will credit you Keys when the home is reserved by another member. You can deposit as many weeks as you like to earn the Keys you want.



TURN UNUSED TIME FROM YOUR ELEMENT 52 RESIDENCE INTO LUXURY VACATIONS WORLDWIDE AND SAVE THOUSANDS OF DOLLARS PER TRIP.



## BOOKING AN EXCHANGE

Ready to take a trip? Trade your Keys for a stay at another member's property! You can begin booking immediately – simply select an available week at any of our luxurious properties, pay the nominal exchange fee, and receive immediate confirmation that your exchange has been reserved.

Your membership allows you to list your property, deposit weeks, and start booking exchanges immediately. When you reserve a property as a guest, the only fee you'll pay is the exchange fee which ranges from \$395 to \$995. There are no other rental fees for any property on the site! A number of properties come with staff and offer daily maid service, a chef, concierge and access to certain amenities for a supplementary fee.

## SIGN-UP DETAILS

When you are ready to join 3RD HOME, just follow these simple steps:

- Create your personal 3RD HOME account at [www.element52.3rdhome.com/signup](http://www.element52.3rdhome.com/signup).
- A 3RD HOME team member will list your property, including a description of your residence, its amenities and photos, and then contact you to answer any questions that you may have.
- Deposit weeks into the club.
- Once those deposited weeks are confirmed, your account will be live and active.
- Earn Keys for each week you deposit into the club.
- Go to 3rdhome.com whenever you like and reserve vacations.

Need help? Talk to a membership service coordinator by calling toll free 855-693-7346.



## WHAT 3RD HOME MEMBERS ARE SAYING...

"The more I learned of 3RD HOME, the more sense it made. It gives owners of luxury second homes a way to actually use empty weeks for travel to other high quality homes around the world. I joined with my lake front home, put a couple of weeks in and immediately reserved a beautiful home in Italy for my family and friends. All that for only \$495! 3RD HOME fills a real need and I anticipate many memory building times with its services."

Mike Collins - IMI, Lake Keowee, SC

"We joined with our oceanfront home in Malibu and within just a few days we were able to reserve a twelve bedroom oceanfront home in Casa de Campo, Dominican Republic. It was such a great experience that we're already planning our next vacation to Antigua. We love the simplicity of the 3RD HOME program and the vast amount of beautiful homes all over the world to select from."

The Econns - Malibu, CA

"Owning a second home in Cashiers, Palmetto Bluff and Sea Island, my family certainly understands the value added benefit that 3RD HOME offers. The concept is brilliant, the timing impeccable, and the company's ability to execute is without question. This will be a winner... very quickly."

Bonneau Ansley III - Sales & Marketing

"As we have our second home in a rental program, we were concerned about our ability to participate in 3RD HOME. But even though we do rent it out, there are always a number of open and available weeks that we can put into the club. Their platform is very flexible and intuitive."

The Udall Family - Manzanillo, Mexico

3RD HOME IS AN APPROVED HOME EXCHANGE PROGRAM FOR OWNERS IN THESE TOP RESORTS AND DEVELOPMENTS AND MORE:



3RD HOME MEMBER LOCATIONS INCLUDE:

ASPEN • BUENOS AIRES • CABO SAN LUCAS • NEW YORK CITY • PARIS • LAKE TAHOE • WHISTLER • CAPE TOWN • LAKE MAGGIORE  
 BRECKENRIDGE • VAIL • MYKONOS • HILTON HEAD ISLAND • PLAYA DEL CARMEN • LONDON • MIAMI BEACH • NAPA • PARK CITY  
 SAN FRANCISCO • CASA DE CAMPO • THE BAHAMAS • PROVENCE • KOH SAMUI • PALM BEACH ISLAND • BAVARIA • FLORIANOPOLIS  
 SEASIDE • BARILOCHE • LA JOLLA • OAHU • COZUMEL • STEAMBOAT SPRINGS • PUERTO VALLARTA • SUN VALLEY • PROVIDENCIALES •  
 KEY WEST • MADRID • MAUI • IBIZA • SAO PAULO BARCELONA • ST. BARTHS • MARBELLA • SCOTTSDALE • BUZIOS • LAGUNA BEACH  
 LAS VEGAS • SEA RANCH • MOOREA • GALAPAGOS • SICILY • HOLLYWOOD • MONT-BLANC • BEAVER CREEK • QUINTAY • BARBADOS  
 BYRON BAY • SANTA BARBARA • BALI • PALM SPRINGS • JACKSON HOLE • QUEENSTOWN • MARTHA'S VINEYARD • RIO DE JANEIRO  
 THE HAMPTONS • THE CAYMAN ISLANDS • SAN JUAN • MALIBU • LAKE GENEVA • NANTUCKET • SAN MIGUEL • THE COTSWOLDS  
 NEWPORT • OCHO RIOS • KAPALUA • TUZLA • MARGARITA ISLAND • PAMPOROVO • FIJI • KEY BISCAYNE • THE BVI • LUTRY • KENYA  
 TORTOLA • CORNWALL • ROSEMARY BEACH • NEW ZEALAND • PUNTA MITA • BELIZE • ST. MAARTEN AND MANY MORE.



JOIN NOW!

Toll Free: 855-693-7346 | [www.element52.3rdhome.com/signup](http://www.element52.3rdhome.com/signup)