



75 Perseverance Way
Hyannis, MA 02601

FOR IMMEDIATE RELEASE:

InnSeason Resorts Introduces the First Developer Branded Pure Points Product Backed by RCI and ICE

Hyannis, Massachusetts – May 9, 2019 - New England's premier vacation ownership developer, InnSeason Resorts, has announced the first branded RCI Pure Points Product and Club 365 in a collaborative effort with Resort Condominiums International (RCI) and International Cruise Exchange (ICE). InnSeason Resorts provides more than 30 years of excellence in hospitality, sales and marketing. The collaborative effort between InnSeason Resorts, RCI and ICE is the first of its kind in the dynamically changing vacation ownership industry.

"As an organization, we understand how critical constant innovation is to our continued growth and success. I have always considered our customer service to be the backbone of our company and the introduction of this exciting product is certainly no exception," said William "Billy" Curran, founder and CEO of InnSeason Resorts.

[My Pure Points 365 \(www.mypurepoints365.com\)](http://www.mypurepoints365.com) is a robust product and sales platform offering several key features that are targeted at improving the current sales model while remaining focused on customer service for both the consumer and outside sales teams.

The introduction of My Pure Points 365 provides a product that combines the best aspects of vacation ownership for today's consumer searching for modern answers in a well-established industry. InnSeason Resorts offers a legally registered product which includes a full range of customizable yet standardized contracts. Customer service is enhanced with instant confirmations that are backed by dedicated agents at RCI, as well as integrated anti-rescission programs. Fully vetted transfer solutions, lead generation and consumer financing continue to be other components that InnSeason offers in support for companies looking for solutions to attract experienced owners as well as the growing generation of millennials searching for a highly flexible term-based membership product.

The introduction of My Pure Points 365 is the newest addition in the already varied programs offered by InnSeason Resorts including the current points based vacation club as well as whole and fractional ownership with the award-winning [RiverWalk Resort at Loon Mountain \(www.riverwalkresortatloon.com\)](http://www.riverwalkresortatloon.com).

Contact:

Chip Rogan, Vice President of Sales

chip@innseason.com

75 Perseverance Way

Hyannis, MA 02601

InnSeason Resorts®, creators of the Northeast Experience®, is a leading provider of resort vacation and ownership opportunities in the northeast U.S., and delivers "best-in-class" management, advisory and marketing services to resorts and developers nation-wide. For more information, visit www.InnSeason.com.

###