

ATALAYA TOWERS TOWER TALK



A Newsletter for the Homeowners of Atalaya Towers IOA

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President's Letter

We have completed our 3 year renovation project. Here is a list of the additions to your units: arched shower rods, new bedroom and bathroom doors, and massage hand held shower wands. This is in addition to the new cupboards, stove top microwaves, granite counter tops, and sinks. We are currently getting quotes on new DVD/VCR combination units, wing chairs, blinds and draperies.

As you know, a special assessment of \$100 was approved for the years 2006 and 2007 for the purpose of replenishing our reserve account. There has been a significant financial burden placed on our association that you must be made aware of. The following expenses were made known to us in January and March of this year, and will have a great impact on your maintenance fees. We budgeted for a 10% increase in our property taxes; but, when the billing was received, it was 47.5%. Our taxes on the 19 units went from \$32,112 in 2005 to \$47,404 in 2006. The other problem is with the building insurance. Due to significant losses over the last few years, all the major carriers have refused to insure our building, against flood damage, because of our location on the ocean. The homeowners association was forced to get insurance from FEMA (National Flood Insurance Program).

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Manager's Corner

Hello from all of the staff at Atalaya Towers!

Another summer is upon us and there is a new name and face here at Atalaya Towers. My name is Jason Rothrock and I am the new General Manager. I anticipate a smooth transition from those who have preceded me with a continued commitment to customer service. You have my personal promise to provide you with the high level of service that you have come to expect from the staff here. I look forward to personally welcoming you upon your arrival and developing an individual, personal relationship with each of you. You have my staff's promise and mine to make your vacation as relaxing and enjoyable as possible.

Once again, we are expecting a busy and exciting summer season. **Continued on Page 2**

Think About Renting Your Week?

With the busy season right around the corner, the phones are ringing with potential guests looking to rent at Atalaya Towers. If you are thinking about listing your week to rent this spring/summer we would appreciate the opportunity to rent it for you.



Simply call the resort at Atalaya Towers and we will mail you a rental agreement or go online to defenderresorts.com and click on "owner rental agreement." Print it, fill it out completely and send it in. The sooner we get your agreement, the quicker we can try to rent your week.

New Owner Discounts: A Good Deal Just Got Better!

Owners in good standing, looking to rent an additional week or just a few nights, will now receive **25% OFF** the daily rack rate during weeks 1-12 and 42-52. (15% off all other weeks)

This special discount is valid for family and friends, so pass the word to start to **SAVE \$\$\$\$**. Availability is Limited, so Call Today! (Some restrictions may apply)

President's Letter Continued



The increase in our insurance premium was 300%, and our share went from \$14,600 to \$44,400. This breaks down to an increase of \$33 in our maintenance fees for 2006 that was not anticipated or billed. We will try our best to ease this financial burden on you, but these are expenses we have no control over.

We are working on a plan to have some timeshare units available for rental on a monthly basis. The months involved are January and February of 2007. The timeshare owners would have first chance at this program. It would be on a first come, first serve basis; so if you are interested, please contact the resort and give Jason your name and phone number. We will contact you during the summer.

Brian Teal, President

Manager's Corner Continued

Keep in mind that the pool tags are going to be in use again this year. It is a great way to make sure there is plenty of room in the pools for those who are supposed to be in them. You may pick the tags up in the office for just a \$1 deposit, which is refundable when you return them. We also have two brand new grills in the grilling area, so bring your meat or get some from our local butcher and have a cookout overlooking the beautiful blue Atlantic.

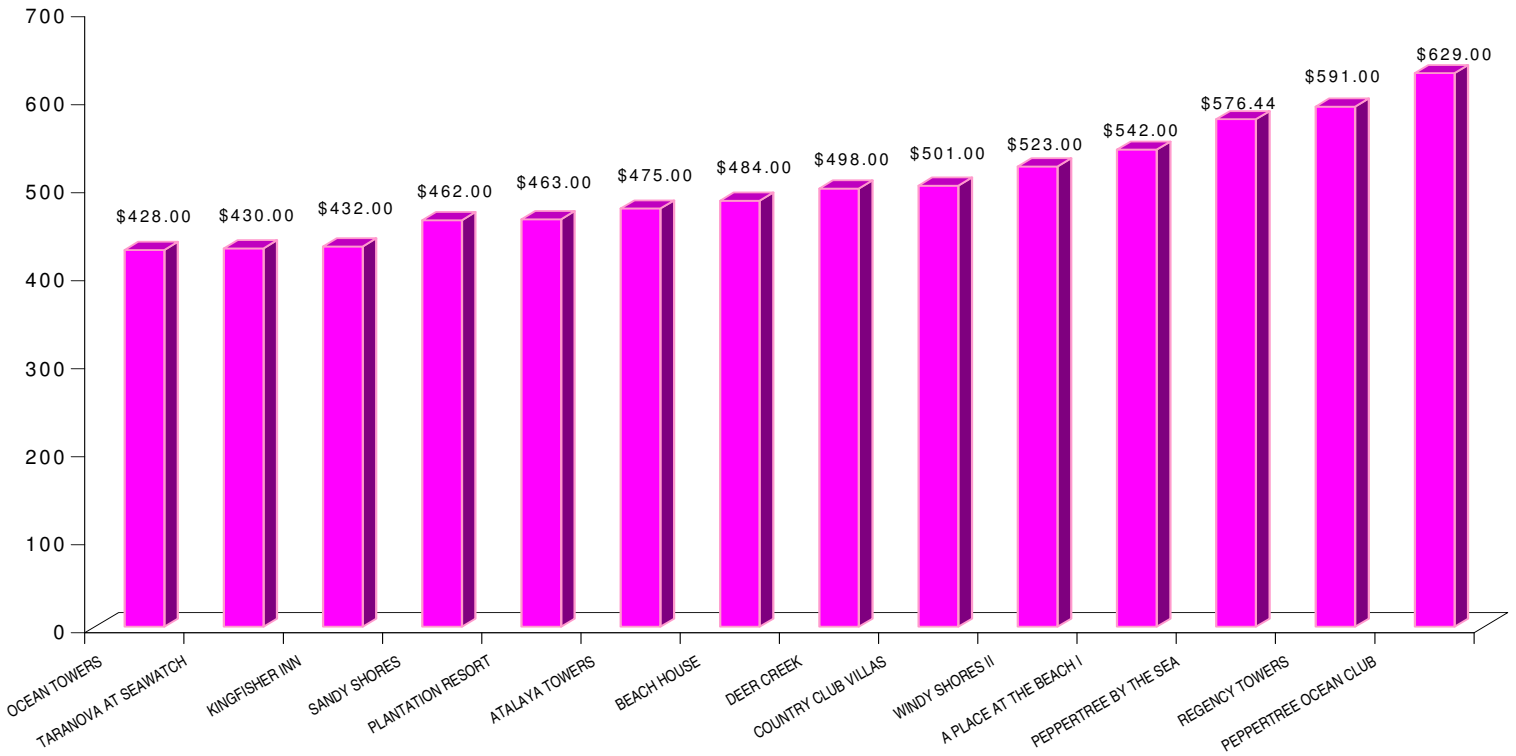
Our goal is to make you **Extremely Satisfied** both when you arrive at our resort and during your stay. It is important that you fill out the comment cards each time you stay with us. This lets us know how we are doing and what we can do to help achieve our goals.

Here are a few reminders:

1. Remember that check-out time is **NO LATER** than **10AM** and check-in is **NO EARLIER** than **3PM**. There may have been times in the past where you were able to check in early. If your unit is ready we will continue to allow you to do so, but please keep the normal check in time in mind when making plans to get here. There will be times when some units will not be ready at 3:00 pm. In these instances (mainly in the summer time), please bare with us as our housekeeping staff has probably encountered a situation, which has hampered their ability to get the unit cleaned to our standards in a timely manner. Remember, we want the units to look fantastic when you check in and our staff needs adequate time to do their job properly.
2. ***Please*** report any housekeeping or maintenance issues to the front desk right away. We inspect each unit prior to your arrival; however, there are rare instances where we may miss something that needs to be taken care of or instances when things occur during your stay. Waiting until check-out does not allow us to make your stay as enjoyable as possible.
3. ***All keys must be turned in*** to the front office, or in the night drop behind the office. There will be a charge for a locksmith to come out to change the locks for any keys that are not returned, and the bill will be forwarded to you.
4. When checking out, don't forget to take the time to make sure you have your personal belongings. There will be a charge to mail anything left behind.
5. Due to the limited amount of parking spaces, we can only allow ***two*** vehicles per unit. Please keep this in mind as you are making your trip preparations.

See you on vacation,
Jason Rothrock, General Manager

**MYRTLE BEACH, SOUTH CAROLINA
TIMESHARE COMPARABLES
2006 THREE BEDROOM MAINTENANCE FEES**



Defender Realty Message Board



Defender Realty has introduced a brand new owner referral program. This program is called "The Owner Connection." It is by far the best and easiest program to understand than any that we have had. In the past we offered gifts for your referrals. The new program offers cold hard cash for your referrals. Also, if your referral purchases, you receive additional cold hard cash.

Please take a minute to pick up a copy of this new program at the resort or call Defender Realty at (843) 497-6431 and we will be happy to send you a copy. Don't wait, get those referral names to us and start making money!!!!

Summer is gaining on us rapidly. With the popularity of the Myrtle Beach area, summer weeks are in demand. If you find yourself in a situation that you can't use your summer week any longer and the kids don't want it, contact Defender Realty at (843) 497-6431. We only have a couple of summer weeks at a great price, so if you or a family member are interested in purchasing, call today. Developer pricing on summer timeshare weeks continues to rise in the Myrtle Beach area with an average price on three bedrooms at \$31,000. We have a prime red week listed for only \$11,000.00 with low rate financing available. Don't pay retail, pay resale. Call us today!

Finally, we receive calls from owners asking if they should pay someone money up-front to list their timeshare week. They tell us over and over that the people calling are with a well known real estate company with numbers in their name. We tell everyone the same thing, don't ever pay anyone up front to list your week. If you give them your money, you will never hear from them again. Be alert and be aware!!

Have a great summer and we look forward to seeing you at the resort.

Frank Baker
Defender Realty

**FOR YOUR
INFORMATION**



The Myrtle Beach timeshare comparables chart has been included on this page. By reviewing the chart you will be able to see the three bedroom maintenance fees for comparable Myrtle Beach area properties.



CALENDAR OF EVENTS

MAY



12 - 21 Myrtle Beach Harley Davidson Rally
All along the Grand Strand a week full of events, activities, and vendors.

20 - 21 Annual Blue Crab Festival
Two full days of family fun, good food, and great entertainment. Little River on the waterfront.



JULY



1 - 4 Star-Spangled Celebration
Giveaways, entertainment, fireworks, and fun at Broadway at the Beach.

4 Murrells Inlet 4th of July Boat Parade
100 decorated boats competing for trophies. Docks will be decorated too.



JUNE



1 - 5 SunFun Festival
Parade, contests, air show, concerts, and so much more!

18 - 19 Art in the Park
Fine arts and crafts show. Chapin Park.



AUGUST



1 - 26 Family Golf Tournament
Area golf courses host a series of events designed to allow families a little competition with their family.

1 - 31 Summerfest 2005
Nightly entertainers throughout Barefoot Landing. Clowns, musicians, stilt men entertain all summer.



For additional information on any of the activities listed above or future events, visit the Myrtle Beach Chamber of Commerce at www.mbchamber.com.