

Established Home Exchange Trade to Travel Partners with Demeure to Help Owners Unlock the Full Value of Their Properties

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Recognizing the potential and creativity of the patent-pending Pay-With-Time™ platform offered by Demeure, Trade to Travel has joined its service provider program. The home exchange market is in flux, partially due to the many inconveniences of a reciprocal home exchange. In order to make a home exchange work, it needs to be simple for travelers. By eliminating the challenges of a reciprocal home exchange, Demeure is seeing rapid growth. The most successful companies in the industry will have innovative new approaches to asset ownership and will leverage the trending sharing economy model and community generated inventory. The philosophy and model at Demeure embraces all of these elements and adds value to today's home exchange, making it an attractive business to partner with.

“Demeure offers innovative revenue streams which benefit members of their community and ours. They're doing travel better than anyone else in the industry,” said Leah Powell, President and CEO, Trade to Travel. “Pay-With-Time Auctions offer a win-win solution to the over-supply problem in the market – allowing owners to use capacity in their properties to pay for travel, and in turn creating significant value for travelers paying cash.”

Reciprocal home exchanges can be complicated and time-consuming, often requiring hours seeking a desirable property to exchange with, then arranging simultaneous travel. The last decade has seen advances in technology and social networking which has made this process simpler, but still gaps remain. The companies that emerged at the beginning of this trend have seen challenges in recent years because they don't meet all of the demands for the traveler, property owner, and value-added service provider. Demeure's approach addresses all such things and is bound to shake up the industry.

“The reciprocal home exchange model doesn't offer the full package solution for property owners. We're excited to bring Trade to Travel onboard as a partner. There are definite synergies between our offerings, and we can't wait to introduce Demeure to their clients,” said Peter Schwartz, Founder and CEO, Demeure. “Demeure Club members and subscribers to Demeure Lounge have access to many value-added services, one of which is Pay-With-Time, a fun and fulfilling way to pay for travel.”

Demeure advances the sharing economy model and as a result Demeure Club members and subscribers to Demeure Lounge reap the reward. The approach finds the optimal intersection between service and price, and the two together define value, and as a result creates the greatest travel experience.

Demeure's Pay-With-Time program puts the industry's massive surplus capacity to work, while continually generating new inventory for the Demeure community. Once a Demeure member books a trip using Pay-With-Time, their property is made available to other members via Demeure Auctions. With this, the entire Demeure community benefits from the additional inventory and cost savings on travel. The process for paying with time is simple. Only one additional step is required beyond a typical property listing. The property owner chooses to offer time in their property, specifies the parameters on which the offer is made and then Demeure's proprietary algorithm calculates the value of the offer in cash. The best part is the property owner is able to spend it right away, bidding on other properties in Demeure Marketplace while paying a modest fee of 15 per cent of the value of the property they book. In all cases, this fee is shared with any and all value-added service providers who participate in the process and who come together to deliver an amazing travel experience.

About Demeure Operating Company Ltd.

Demeure is a next generation online travel marketplace offering unprecedented service and value. Demeure features two service levels: Demeure Lounge, a subscription that unlocks the full suite of tools and services in Demeure Marketplace, and Demeure Club a private luxury travel club boasting a sustainable business model that doesn't depend on owning or leasing properties. At the heart of Demeure is its patent-pending Pay-With-Time™ program, which exemplifies the principles of today's "sharing economy." This program lets owners monetize surplus time in their properties to book travel, which in turn generates inventory for the entire community to book at outstanding prices. For more information visit <http://demeure.com>. For press and media resources visit <http://blog.demeure.com/press-room/>.

About Trade to Travel

For over 20 years, Trade to Travel has offered luxury home exchange, vacation home exchange, boutique hotel exchange, and non-reciprocal exchange of luxury properties. The exchange process uses a simple point system, in which each point represents \$1000 of rental value. Membership in the "Owners Club" leverages an owner's investment in their property, maximizing ROI. Members "host" fellow members in exchange for points, which they use to enjoy exceptional accommodations around the globe. For more information visit <http://tradetotravel.com>.

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