



7380 W. Sand Lake Road
Suite 130
Orlando, FL 32819
LemonjuiceSolutions.com

May 27, 2025

Subject: Important Owner Survey – Exploring the Future of Villas of Palm Springs

Dear Owners of Villas of Palm Springs Homeowners Association, Inc.,

The Villas of Palm Springs Board of Directors has retained Lemonjuice Solutions (Lemonjuice) to help chart the best path forward for our resort. Lemonjuice is honored to partner with your Board and is committed to delivering practical, owner-centered solutions for every vested timeshare owner.

As you know, Villas of Palm Springs (VOPS) is approaching a critical crossroads. Owner attrition, the age of the buildings, and limited reserves have put long-term sustainability at risk. Lemonjuice understands the concerns this raises and is working diligently to design a strategy that protects owner interests and maximizes the value of your vacation ownership.

Multiple Paths to Re-Imagine VOPS

Through our **Resorts Reimagined™** program, we will analyze and present several options, which may include:

- **Renovation and Repositioning** – Updating physical structures and amenities to meet modern guest expectations.
- **Rightsizing** – Lowering the number of declared timeshare units so that certain units can be sold or repurposed, making the association more sustainable over the long term.
- **Partial Redevelopment** – Converting a portion of the property to alternative uses (e.g., whole-ownership condos or hospitality) to generate capital for the Association.
- **Managed Exit Programs** – Offering qualified owners an orderly, fee-free path out of ownership when continued participation is no longer feasible.
- **Rental or Hybrid Ownership Structures** – Introducing flexible use or rental pools to increase revenue and reduce delinquency pressure.
- **Other Creative Approaches** – Leveraging partnerships or innovative financing to strengthen VPS's financial foundation.



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Our goal is to find the solution—or combination of solutions—that offers the greatest benefit to the Association and its owners.

How We Will Serve You

1. Comprehensive Property Strategy

Lemonjuice will conduct a full financial, structural, and market analysis of VOPS. Using this data, we will outline realistic scenarios, timelines, and projected owner outcomes for each potential path forward.

2. Legal & Title Expertise

Our team includes specialists in resort governance, state-specific timeshare statutes, and title curative work. We will handle the legal framework, clear any outstanding title issues, and ensure that all documents—whether deeds, amendments, or closing packages—meet regulatory standards and protect owner interests.

3. Transparent Owner Communications

You will receive regular updates through your dedicated owner portal and email notices. These updates will explain our findings, detail upcoming milestones, and provide ample opportunity for owner input.

4. Owner-Focused Outcomes

Whether the ultimate recommendation involves renovation, rightsizing, repurposing, or other strategies, Lemonjuice's priority is a fair, transparent process that respects your time, investment, and memories at VOPS.

We recognize that change can feel unsettling, and you may have questions. Once our initial analysis is complete, we will host an information session to walk through the options, answer your questions, and discuss next steps.

For more information about Lemonjuice Solutions, please visit

www.LemonjuiceSolutions.com.



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Your Input Is Crucial

We value your perspective on how VOPS should evolve and your willingness to support the potential solutions. Please share your thoughts by completing the attached survey.

Next Steps

- **Deadline:** June 10, 2025
- **One survey per unit/week owned**
- If you have already responded online, there is no need to mail the paper survey unless you wish to update your response.

Your feedback will guide the Board's decisions as we work together to stabilize and revitalize Villas of Palm Springs. Thank you for your engagement and partnership in this important process.

Resorts Reimagined™ by Lemonjuice Solutions

To complete your survey, submit the form below.

To complete your survey, scan the QR code below using your phone camera, use the link or submit the form below.

<https://airtable.com/app8b2lcb6emoKCZI/shr4oZlWleKVOCagA>

You can take a photograph of this box with your phone camera and email it to VOPSreimagination@lemonjuice.biz or text 760 350-2736

Or by mail:

The Villas of Palm Springs
c/o: Lemonjuice Solutions Reimagination
7380 W Sand Lake Rd., Suite 130,
Orlando, Florida 32819



Please complete below:

Indicate all unit/week ownership details, and please print clearly. Please also provide feedback on the requested information below:

First Name: _____ **Unit** _____

Last Name: _____ **Week** _____

Section 1: Ownership Experience

1. How long have you been an owner at Villas of Palm Springs?

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ 5-10 years
- ☐ More than 10 years

2. How frequently do you use your timeshare at Villas of Palm Springs?

- ☐ Every year
- ☐ Every other year
- ☐ Every few years
- ☐ Rarely
- ☐ Never

3. Overall, how satisfied are you with your ownership experience at Villas of Palm Springs?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

Section 2: Declining Ownership

4. Are you aware of the declining ownership at Villas of Palm Springs?

- ☐ Yes
- ☐ No

5. If yes, how does this affect your perception of the resort?

- ☐ Very positively
- ☐ Positively



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- ☐ Neutrally
- ☐ Negatively
- ☐ Very negatively

6. Are you considering selling or terminating your timeshare ownership due to the declining ownership as mentioned at the owner's annual meeting?

- ☐ Yes
- ☐ No

7. If yes, what are the main reasons for your consideration? (Select all that apply)

- ☐ Financial concerns
- ☐ Decreased value of the timeshare
- ☐ Reduced availability of amenities
- ☐ Decline in resort quality
- ☐ Personal reasons
- ☐ Other (please specify): _____

Section 3: Financial Situation

8. How concerned are you about the resort's financial situation?

- ☐ Very concerned
- ☐ Concerned
- ☐ Neutral
- ☐ Not concerned
- ☐ Not at all concerned

9. In your opinion, what should be the top priority to address the financial issues at Villas of Palm Springs?

- ☐ Increase maintenance fees
- ☐ Seek external funding or loans



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- ☐ Reduce operational costs
- ☐ Terminate the timeshare program
- ☐ Other (please specify): _____

Section 4: Terminating the Timeshare Program

10. Do you support the termination of the timeshare program at Villas of Palm Springs?

- ☐ Strongly support
- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Strongly oppose

11. If the timeshare program is terminated, what would be your preferred option?

- ☐ Distribution of sale proceeds
- ☐ Credit towards alternative travel options
- ☐ Swap interval week at Villas of Palm Springs for an interval at another property

12. What concerns do you have about terminating the timeshare program?

(Select all that apply)

- ☐ Loss of investment
- ☐ Loss of vacation opportunities
- ☐ Uncertainty about compensation
- ☐ Impact on the resort's future
- ☐ Other (please specify): _____

Section 5: Alternative Travel Options



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13. Would you be interested in participating in alternative travel options if the timeshare program is terminated?

- ☐ Yes
☐ No

14. Which alternative travel options would you be interested in? (Select all that apply)

- ☐ Vacation club membership
☐ Discounted stays at other resorts
☐ Travel vouchers for hotels and flights
☐ Home exchange programs
☐ Other (please specify): _____

15. How much would you be willing to pay annually for an alternative travel program?

- ☐ Less than \$500
☐ \$500-\$1,000
☐ \$1,000-\$1,500
☐ More than \$1,500
☐ Not willing to pay

Section 6: Additional Comments

16. Do you have any additional comments or suggestions regarding the current situation at The Villas of Palm Springs?



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Frequently Asked Questions

Thank you for your commitment and dedication to the changes at Villas of Palm Springs.
Please stay engaged!

We encourage you to read all the Frequently Asked Questions to facilitate a successful communication exchange. If your questions are not answered below, please email us at VOPSreimagination@lemonjuice.biz.

Q: Who is Lemonjuice Solutions?

A: Lemonjuice Solutions provides strategic planning and execution, investment capital, and professional management to timeshare properties. One of our specialties is evaluating financially distressed timeshare properties and proposing options to resolve these financial issues through our Resorts Reimagined™ program.

Q: How do I contact Lemonjuice Solutions?

A: Please email your designated reimagination team at VOPSreimagination@lemonjuice.biz between 9 a.m. and 5 p.m. Or call 760-350-2736 Eastern Standard Time. Our team members are happy to assist you with your request.

Q: Where do I mail correspondence?

A: The Villas of Palm Springs
c/o: Lemonjuice Solutions Reimagination
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Upcoming Virtual Town Hall – Submit Questions in Advance

A Virtual Town Hall will take place on **Friday, June 27, 2025, at 2:00 P.M. Pacific Time**, to provide key updates and respond to owner questions related to the ongoing process.

To ensure the session addresses the most important topics, **please submit questions in advance by emailing VOPSreimagination@lemonjuice.biz no later than June 26, 2025.**

Zoom Details:

Date: June 27, 2025, **Time:** 2 PM, PST, 5 PM, EST.

<https://us06web.zoom.us/j/85842781742?pwd=AzvQRxvvMZnZalytnXeTZ6SCycVkOY.1>

Phone one-tap:

1-305-224-1968

Webinar ID: 858 4278 1742

Passcode: 206374

For those unable to attend, the session will be recorded, and a summary will be posted on the owner website:

<https://villasofpalmsprings.info>

The website also includes recorded documents, previous communications, and updated FAQs for reference throughout the process.

Questions: For questions about the Villas of Palm Springs, please visit the Info-Site, where FAQs are updated regularly. If you don't find the answer you need, email VOPSreimagination@lemonjuice.biz and include your contact information if you'd like a follow-up. You can also call 760-350-2736.

A Message from Lemonjuice Solutions

Lemonjuice Solutions is committed to transparency, integrity, and exceptional service. We believe in keeping owners informed and engaged every step of the way. If you have any questions or need assistance, our team is here to respond promptly and supportively.

We invite you to learn more about who we are and what we do by visiting our website:

www.lemonjuicesolutions.com

Together, we are building a brighter future for Villas Palm Springs.

Sincerely,