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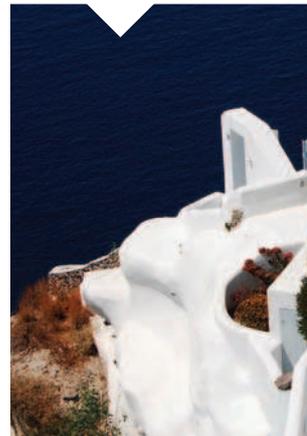
M-F 9:30am-7pm • Sat 9:30am-6pm

SO LUXE



A HOME AWAY FROM HOME

Looking to jet set around the world? Consider luxury home swapping



Imagine holidaying in a luxurious Tuscan villa, Parisian loft or Hawaiian beach retreat—all for less than a night in a hotel. Well, imagine no more and vacation wherever and whenever you like through Luxe Home Swap, a leading website (www.LuxeHomeSwap.com) for stylish home exchange vacations.

Through this elite accommodations exchange service that's leading the social travel charge, jet setters enjoy high-end home exchange vacations in dream destinations worldwide. This type of barter benefits travelers with more comfortable and authentic residential settings that many globetrotters prefer—particularly for longer-term jaunts.

Each year, millions of people vacation by exchanging homes through friends and family. But until now, only those "in the know" could find their dream swap holidays via the web.

Now modernizing this age-old tradition, Luxe Home Swap empowers vacationers all around the world by connecting them with spectacular home exchanges. What's more, members may swap as many times as they like, wherever they like!

There's a minimal annual membership fee for the service, and members can then stay for free in amazing locations all around the globe in exchange for the chance for other members

PLACES

BY MERILEE KERN

to vacation in their home.

Making this service even more accessible for those who want to “test the water” before diving into the proverbial deep end, Luxe Home Swap recently partnered with Elysians, a leading social network for those who celebrate life in style, and whose members can now join Home Swap on a trail membership for just \$1.

Those with multiple properties may add as many homes as desired to the site easily and at no extra cost as part of the same membership. Wondering if it's too much effort to arrange a swap versus book a fancy hotel? It actually requires only four simple

steps: 1) Browse the site to find homes you'd like to exchange with all around the world; 2) Become a member; 3) Contact other like-minded members to discuss swaps via secure messaging and agree to the specifics with a digital contract; and 4) Pack your bags! Confirm your exchange and you're ready to enjoy your fabulous vacation in a home away from home.

“Also, it's very common for swaps to include cars, ski equipment and other benefits and amenities,” says Luxe Home Swap founder Debbie Woskow. Of course, before you welcome vacation exchange guests into your own home, make sure it is tidy—and leave their home in a similar manner. Be courteous and also stock up on basics such as nice kitchen staples.

And be sure to put in a call to your home insurance company to ensure you're covered—most insurers cover an exchange with the other party regarded as a guest. Luxe Home Swap offers savvy travelers a chance to be an “insider” in global geographies of choice. Here's your chance to live like a local wherever in the world you want to go.

Merilee Kern is Executive Editor of “The Luxe List” (www.LuxeListReviews.com). She scours the luxury marketplace for exemplary travel experiences, extraordinary events, and notable products and services. Follow her on Twitter at <http://twitter.com/LuxeListEditor> or Facebook at www.Facebook.com/TheLuxeList.



Legal Notes

WHAT IS TELEMARKETING FRAUD?

Written By Ashley D. Adams

Statistics compiled by the FBI show approximately 500 million dollars a year are lost to telemarketing fraud. The primary targets are usually the elderly and those people who have been victims of telemarketing fraud in the past.

Telemarketing fraud is usually perpetrated by businesses or individuals that convey false and misleading statements, promises, or presentations to encourage the sale of a product or services. There are many different types of telemarketing fraud, but a common factor is the attempt to make a profit without providing anything of real value. One type of deceptive practice involves contacting people via telephone in an attempt to sell them a product or service that has little or no value, or may not even exist at all. These types of schemes are usually investigated by either the state attorney general's office, or by federal authorities, such as the Federal Trade Commission (FTC) or the FBI.

The most common types of telemarketing fraud include the following:

- investment and business opportunities
- credit card, credit repair, or loans
- charity schemes
- prize promotion and sweepstakes
- misrepresented office supplies
- lottery tickets
- timeshare rentals
- vacation offers
- vitamin and health products
- vending machines
- pyramid schemes
- advanced fee fraud (claiming that the victim will receive a loan, lottery prize, government grant, etc.)

Telemarketing fraud is a federal offense and a conviction can result in fines and imprisonment (federal penalties for telemarketing fraud alone can result in up to 10 years in prison). Those who go to trial may end up facing many other charges as well.

If you have further questions about this issue, please contact Ashley D. Adams, PLC 480.219.1366 or aadams@ashleyadamsplc.com, www.ashleyadamsplc.com. Ashley is a criminal defense attorney in Scottsdale and a former federal prosecutor.



ASHLEY D. ADAMS, PLC



Ashley D. Adams