

Trooval.com, Inc.

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# Trooval PreQual Owner Scoring Return Data Specification

*Document Version 1.1, Revised 6/15/2011*

## Legal Notice

This information herein contains confidential and proprietary information owned by Trooval.com, Inc. and is intended to be viewed only by the direct Recipient of this information. The Recipient shall not use confidential or proprietary information for any purpose other than in furtherance of the Agreement between Recipient and Trooval.com.

## Security Notice

Trooval.com, Inc. treats data security very seriously. Only certain authorized users have access to the data provided by our clients and all collected data is used in adherence official client contracts.

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## General:

### Notes on Type:

1. Alpha fields can only contain the letters A – Z and a – z.
2. Alphanumeric fields can only contain letters and numbers – no special characters.
3. Text fields can contain letters, numbers, and special characters EXCEPT the comma (",").

### Notes:

- The Tour ID (INVITE field) must be the same for the consumer across all records. It must also be the unique identifier for that consumer (or spouse pair).
- At present, we only support U.S. addresses for the 50 states. We do not have data on non-U.S. addresses or for U.S. territories.
- The Level column indicates whether or not the field is needed for the Initial Segmentation Optimization. M = Must, R = Recommended, N = Nice-to-have. If "-IA" appended, then include If Applicable.

### File Format

- The file should be sent to Trooval as a Comma Separated Value (CSV) file. Note: We can also handle tab or other delimiters. Please let us know if you plan to use something other than CSV.
- Each field should be surrounded by double quotes ("").
- The first line of the file must be the header, containing the field codes included in the order as returned in the file.
- Fields can be in any order.

### File Names

1. File 1, should have the name XXXX\_F1.csv

2. File 2, should have the name XXXX\_F2.csv
3. File 2, should have the name XXXX\_F3.csv

"XXXX" should be a descriptive name of your company (e.g. Trooval\_Resort).

### Example

CLN, CFN, ADDR, CITY, STATE, ZIP, INVITE, FICO1, SALEPRICE, PTYPE, PCODE, PVAL, TOURLOC

"Smith", "Samantha", "123 Main St", "Santa Ana", "CA", "95555", "AA12345", "740", "10000", "2", "ORLVAC1", "750", "LOC1"

### File 1 - General Consumer Data Specification

File 1 is used to communicate detailed information about the consumer including first purchase, total debt, and missed or late payments.

Field	Field Code	Level	Description	Type	Values
Invitation, Tour, Customer, or Passport ID	INVITE	M	The invitation, tour, or passport code/ ID. This should uniquely identify the consumer(s)	Alphanumeric	
Consumer 1 Last name	CLN	M		Alpha	
Consumer 1 First name	CFN	M		Alpha	
Consumer 1 Last Name suffix	CLNS	M-IA	Jr, Sr, III, etc.		
Consumer 2 Last Name	CLN2	M	Last name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 First Name	CFN2	M	First name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 Last	CLNS2	M-IA	Jr, Sr, III, etc.		

Field	Field Code	Level	Description	Type	Values
Name suffix					
Birthday 1	BDAY1	N	Birthday of Consumer 1	Numeric	MMDDYYYY
Birthday 2	BDAY2	N	Birthday of Consumer 2	Numeric	MMDDYYYY
Address	ADDR	M		Text	
Address2	ADDR2	M-IA		Text	
City	CITY	M		Alpha	
State	STATE	M		Alpha	
Country	COUNTRY			Alpha	
ZIP/Postal Code	ZIP	M	Include either ZIP or ZIP4	Alphanumeric	
ZIP + 4	ZIP4	N	Include either ZIP or ZIP4	Alphanumeric	
Units Owned	UNITS	M	Number of total units owned. This should be listed as points, weeks, or whatever unit of measure is used	Numeric	
Total Sales	TOTALSALES	M	The sum of all sales prices for all units owned	Numeric	
Total Outstanding Debt	TOTALDEBT	M	The total outstanding principal remaining on purchase	Numeric	
Principal Paydown	PRINPAY	R	If customer has made an extra payment at anytime since original purchase to pay down principal owed.	Numeric	0 = No 1 = Yes (Any number > 1 indicates the number of payments)
Date of Last Principal Paydown	PRINDATE	IA	Date of PRINPAY	Numeric	MMDDYYYY
Date all debt retired	PAYOFFDATE	M	If the consumer has no outstanding debt, the date that the last amount of debt was retired should be listed. If the consumer paid cash for all transactions, PAYOFFDATE should be the same as Last Purchase Date. Leave the field blank if there is still outstanding debt.	Numeric	MMDDYYYY
Missed Payments Last 24 months - Mortgage	MSDPAYM	M	Indicates whether or not the consumer has missed a payment on the mortgage.	Numeric	0 = No 1 = Yes (Any number > 1 indicates the number of payments)

Field	Field Code	Level	Description	Type	Values
					missed)
Missed Payments Last 24 months – HOA	MSDPAYH	M	Indicates whether or not the consumer has missed a payment on HOA or other fees.	Numeric	0 = No 1 = Yes (Any number > 1 indicates the number of payments missed)
Contract Status	CONTSTAT	M	Current status of mortgage/product contract.	Numeric	0 = N/.A 1 = Current 2 = Delinquent 3 = Collections 4 = Terminated/Default
Late Payments Last 24 months	LATEPAY	M	Indicates whether or not the consumer has made late mortgage payments and the # of late payments.	Numeric	0 = No 1 = Yes (Any number > 1 indicates the number of late payments)
Collections in Lifetime	COLLIFE	M	Number of times the customer has ever been in a collections status.	Numeric	
Total Mortgage Payments	TOTALPAYM	M	Indicates the total number of mortgage payments made across all products owned	Numeric	
Total HOA Payments	TOTALPAYH	M	Indicates the total number of HOA payments made across all products owned	Numeric	

## File 2 – Purchase Transaction Data Specification

File 2 is used to communicate detailed information about purchase transactions of the consumer.

Field	Field Code	Level	Description	Type	Values
Invitation, Tour, Customer, or Passport ID	INVITE	M	The invitation, tour, or passport code/ ID. This should uniquely identify the consumer(s)	Alphanumeric	
Consumer 1 Last	CLN	M		Alpha	

Field	Field Code	Level	Description	Type	Values
name					
Consumer 1 First name	CFN	M		Alpha	
Consumer 1 Last Name suffix	CLNS	M-IA	Jr, Sr, III, etc.		
Consumer 2 Last Name	CLN2	M	Last name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 First Name	CFN2	M	First name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 Last Name suffix	CLNS2	M-IA	Jr, Sr, III, etc.		
Date of Tour	TOURDATE	M	Date upon which consumer toured property	Date	MMDDYYYY
Buy	BUY	M	Whether or not the consumer bought	Numeric	0 = No 1 = Yes
Sales Price	SALEPRICE	M	Price the consumer paid for the product purchased.	Numeric	0 if consumer did not buy
Cash on Table/Deposit - Amount	DEPAMT	M	Dollar amount of deposit placed by consumer at time of purchase.	Numeric	0 if consumer did not buy
Purchased Product Code	PPC	N	The product code of the item purchased.	Alphanumeric	1 = Fixed Week 2 = Points 3 = Exit 4 = Reload 5 = Float 6 = Other
Date of Purchase	PURCHDATE	R	Date of the purchase	Numeric	MMDDYYYY
Market Channel	MKTCHNL		This is the marketing program that generated the tour.	Alphanumeric	1= Frontline OPC 2= Telemarketing 3= In House OPC 4 = Owner Referral 5 = Internet/Web

Field	Field Code	Level	Description	Type	Values
					6 = Rental 7 = Exit/VOA Program 8 = Exchanger 9 = Tour Broker 10 = Road Program 11 = Corporate Marketing Programs 12 = In House 13 = Other
Market Source Code	MKTSRC		The identifiable market source code.	Alphanumeric	
First Day Incentive at Point of Sale	FDI	IA	Was a first day incentive used to close the sale?		1 = Price Drop 2 = Deposit Drop 3 = Bonus Week/Vacation Cert 4 = Extra Points 5 = Resort Stay 6 = Other
Exit Sale	EXITSALE	M	Indicates whether or not the sale was an Exit Package (in which case the SALESPRICE field represents the price of the exit package).	Numeric	0 = No 1 = Yes
Tour Location	TOURLOC		The location of the sales center where the tour took place.	Alphanumeric	Give numeric codes for each sales center.

### File 3 Consumer Usage Data Specification

File 3 is used to communicate detailed information about usage (e.g. when and how often the consumer has used the product(s) post purchase).

Field	Field Code	Level	Description	Type	Values
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Field	Field Code	Level	Description	Type	Values
Invitation, Tour, Customer, or Passport ID	INVITE	M	The invitation, tour, or passport code/ ID. This should uniquely identify the consumer(s)	Alphanumeric	
Consumer 1 Last name	CLN	M		Alpha	
Consumer 1 First name	CFN	M		Alpha	
Consumer 1 Last Name suffix	CLNS	M-IA	Jr, Sr, III, etc.		
Consumer 2 Last Name	CLN2	M	Last name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 First Name	CFN2	M	First name of the spouse or partner of Consumer 1	Alpha	
Consumer 2 Last Name suffix	CLNS2	M-IA	Jr, Sr, III, etc.		
Date of Reservation	RESDATE	R	The reservation date	Numeric	MMDDYYYY
Disposition of Reservation	RESDISP	M	Indicates the status or disposition of the reservation  (DO WE NEED TO DIFFERENTIATE BTWN INTERNAL AND EXTERNAL EXCHANGE?)	Numeric	0 = No Show 1 = Completed 2 = Cancelled 3 = Transfer 4 = Deposited/Deferred 5 = Exchanged
Use Location	USELOC	R	The location of the usage	Alphanumeric	Give numeric codes for each resort.
Use Duration	USEDUR		Duration of the usage	Numeric	Number of days