



Contact: Joe Takacs 407-366-1573

Media Contact: Georgi Bohrod Gordon 760-803-4522

### TOWB Principals Say Teamwork is Key to Success

WINTER SPRINGS, FL (September 29, 2022)— In June of 2007, Joe and Dana Takacs formed [TheMVPSERVICE, LLC](#). The philosophy was to create an organization based on their expertise and teamwork with resort stakeholders with a focus on honesty and ethics. Today, MVP is proud to be associated with numerous timeshare associations representing over 1,100 units. Their current onsite operations are in Florida, Georgia, Arizona, Rhode Island, Pennsylvania, Massachusetts, and North Carolina.

Its sister company, TOWB LLC, works directly with timeshare HOA Boards to create a healthy partnership and offer independent advice and counsel to find the best going-forward strategy for legacy resorts. Between the Takacs' family two businesses they focus on helping legacy resorts position themselves for the best possible outcome.

Licensed in 37 states, [Joseph Takacs Jr.](#), MVP Principal and broker, says he started MVP with a vision for sold out "legacy" properties all over the country. A prime example of their process and success is [Ocean Landings Resort](#) in Cocoa Beach, Florida. Their achievements reflect the strength of their alliance with the Ocean Landings Board of Directors and onsite Management.

In January 2008, Ocean Landings resort became the very first contract for MVP and the scope of their involvement spans nearly 15 years. During that time, only two sales agents have been on site. During COVID, they coordinated with the Board and oversaw the bulk sale of 932 intervals. Combining the owner resales and sales of association-owned weeks, the MVP team has sold over 4,000 intervals. MVP is 100% electronic and digitally secure, with all sales facilitated through escrow and by licensed agents.

"Oceans Landing is a shining example of how MVP and TOWB act as a player-coach, working together with a team of owners, management, and board members. We come up with the game plan and strategy with the key players and stakeholders. Each resort is different; each outcome is different."

"To ensure a win," explains Takacs, "it takes a commitment from the top to engage our agents, the home team if you will. This means maintaining great communications with the onsite sales staff and paying them appropriately. In order not to fumble the ball, we then need to ensure the MVP management staff is supported, so the sales staff can focus on what they do best, working with owners and selling."

Having a good relationship with onsite management and leadership is a key component of the MVP playbook. The success at Ocean Landings was tied to the strong support of the Board of Directors as well as the property's management and their ongoing, active rental program.

About [TOWB](#) and [TheMVPSERVICE](#)

*In June of 2007, Joe and [Dana Takacs](#) formed TheMVPSERVICE LLC, a company dedicated to establishing a commissions-based timeshare resale market without the pressure offered in so many places. Today, MVP is proud to be representing over 1,100 units in timeshare associations across Florida, Massachusetts, Rhode Island, Arizona, Pennsylvania, Georgia, and North Carolina. In the years since 2007, Joe and Dana have noticed significant consolidation and change in the timeshare market, at times leaving non-branded (often called legacy) properties behind. Yet millions of families depend on these “legacy” properties as their home resort for their vacations. That’s where TOWB comes in. We are here to help, and we promise to work with integrity from the start. We bring a mindset built on Christian principles where we treat you like you should be treated. We aren’t perfect by any means, but every day we strive to be honest and honor the God in whom we believe. Combine that with creativity and the courage to try new ideas, and boards will be given the opportunity to listen to people who have their best interests at heart and grow their resort in a healthy way.*