

About.com

3RD HOME, an Upscale Vacation Club for Owners of Luxury Second Homes

By Karen Tina Harrison, About.com Guide

Free Luxury Travel Newsletter!

Enter email address

Sign Up

Discuss in my forum

See More About: [vacation clubs](#) [luxury travel clubs](#) [home exchanges](#) [house swaps](#) [vacation condos](#)

What 3RD HOME Is & What It Provides:

3RD HOME is a **vacation club** for upscale individuals with **second homes**. It provides members with super-luxury [home exchanges](#) of other members' second and weekend homes.

3RD HOME manages all the logistics for low membership and transaction fees. In this way, members easily get more use out of their second homes. And they no longer have to rent a home or villa when they go on vacation.

Ads

Woodloch Family Resort

www.ResortsandLodges.com/Woodloch

Official Site: Pocono Resorts Family - Golf - Retreats - Reunions

\$399 Cabo All Inclusive

LuxuryCaboHotel.com

6 Days In A Luxury Cabo San Lucas Hotel With Meals & Drinks For \$399!

Oceanfront Beach Vacation

www.VisitMyrtleBeach.com

Oceanfront in Myrtle Beach, SC. Find Your Place To Stay Online!

More Luxury Travel Ads

- [Luxury Vacation Rentals](#)
- [Luxury Real Estate NYC](#)
- [Luxury Spa](#)
- [Hotels Luxury](#)
- [Luxury New Apartments](#)



3RD HOME invites you to this villa in Koh Samui, Thailand.

©3RD HOME

[More Images \(3\)](#)

3RD HOME is a US-based company founded in 2010.

How Much 3RD HOME Costs:

As of January 2013, 3RD HOME'S two-year membership fee is \$495.

For vacation bookings, another \$495 is charged per week.

What Kind of Luxury Traveler 3RD HOME Is For:

3rd HOME was created for individuals who own luxury second homes that they would like to get more equity out of.

Says 3RD HOME founder Wade Shealy, "Second homes are costly assets, requiring 12 months of expense without 12 months of use. 3RD HOME gives members a trustworthy way to increase the use of these residences, and to explore the world's finest destinations in the process."

Is 3RD HOME for you? It may be if:

- You own a beautiful vacation home in a desirable location
- You'd like to explore other vacation destination
- But you feel that you've already made the investment in your second home, and want to get your money's worth
- For this reason, you find yourself not traveling as much as you'd like
- But you'd be OK with staying in another individual's luxury vacation home, and having other people stay in yours

How 3RD HOME Works:

3RD HOME members have more control over their vacation plans than conventional arrangements like time-shares or fractional ownership. 3RD HOME gives members complete freedom in their scheduling. Says Shealy, "3RD HOME's 'buy as you fly' model is designed to give customers more flexibility at a lower cost."

How 3RD HOME vacation stays work:

Ads

South America Tours

www.viventura.com

Group Tours Unique Itineraries Reserve Your Tour Today!

Luxury Villas in Chianti

TuscanyNow.com/Tuscany-Villas

Handpicked Luxury Tuscany Villas. Private Pools, Concierge and Cooks.

Winvian Luxury Resort, CT

Winvian.Com/Luxury-Inn-Resort

Enjoy a Unique Romantic Getaway. "1 of 10 Coziest Hotels in America"

Advertisement

EARN 2 POINTS PER \$1 SPENT AT RESTAURANTS

Remissance Vancouver Harbourside Hotel, Canada
Marriott Rewards Category 6

Marriott Rewards
9417 4234 5678 9112
MR. MARSHALL JR.

LEARN MORE

Travel Center

Powered by **KAYAK**

[Flights](#) | [Hotels](#) | [Cars](#) | [Cruises](#)

From (city/airport)

To (city/airport)

Leave

Return

Search

Ads

[Maui Hawaii](#)

[BookIt.com/BigIsland](#)

Last Minute Savings On Maui. Come & Explore For Less. Book Now!

[Are you a boutique Hotel?](#)

[www.WihpHotel.com](#)

Then you need a site made to sell. Check our portfolio !

- 3RD HOME members do not have to swap simultaneously with another member. Instead, they commit a number of weeks in their own second (or 3RD) home
- In return, they receive "key credits" that can be used as currency to stay in another 3RD HOME member's property
- The higher the value of your home, the more key credits you receive
- There is no limit to the number of vacation weeks permitted

What 3RD HOME's Vacation Properties Are Like:

3RD HOME offers over 1,400 vacation-home properties to members as of January 2013.

The company has lofty standards and quality control. Its vacation properties are stringently screened for suitability. 3RD HOME properties must:

- Have a premier location in a desirable region
- Be well-appointed with all the things that other 3D HOME members want
- Be high-end; the average value of 3RD HOME properties is \$2.25 million, with many in excess of \$4 million

3RD HOME properties are located in over 70 countries around the world. They run the gamut:

- Beachfront villas
- Ski chalets
- Country mansions
- Island hideaways
- Urban penthouses

3RD HOME members also have their choice of vacation condos in [luxury hotels](#) including:

- Trump International Hotel and Tower in NYC
- [The Reefs](#) Hotel & Club in Bermuda
- Esperanza, an Auberge Resort in [Los Cabos](#), Mexico

How 3RD HOME Members Know What the Other Vacation Homes Are Like:

3rd HOME has facilitated thousands of home stays, and members tend to be delighted. The company provides extensive online information about its vacation properties. Members can browse photo galleries and get a clear idea of what to expect from the home:

- Its suitability to their needs and preferences
- The home's location, style, size and layout
- Its kitchen
- Its pool, beach, porch, dock, and other features
- Its child-friendliness and pet policy
- Its staffing and maintenance arrangements

3rd HOME selects not just the homes, but their owners as well. Nothing is left to chance. "We **pre-screen our members** for home quality and also for personal character before admittance," says Giles Adams, president of 3RD HOME. "And we require good standing to remain in the club."

3RD HOME members typically connect with the member whose home they're considering, and go over questions and details.

3RD HOME is committed to transparency via feedback and member reviews. Following their stay in a 3RD HOME property, members leave detailed comments and ratings of the home, its location, its amenities, etc. Members who are interested in this home for their own vacation have a lot of info about it at their fingertips.

Mutual feedback and ratings work. As with the original customer feedback model on eBay, the inevitability of user feedback keeps everyone on their best behavior.

The People Behind 3RD HOME:

3RD HOME was founded by Wade Shealy, a Tennessee-based businessman who has become one of America's leaders in resort development, sales, and marketing. He frequently comments to the media on vacation trends, and is a sought-after speaker on this topic.

3RD HOME Partner and President Giles Adams, originally from Scotland, is based in London and holds an MBA in Marketing. He was a founder of Utopia Exchange, a European luxury vacation home that merged with 3RD HOME in 2010.

3RD HOME Partner and Chief Marketing Officer Steve Zacks is a career marketing pro with an MBA from Columbia Business School. His area of expertise is luxury travel brands, and is credited with building NetJets into one of the world's leading [private jet](#) companies.

Where to Find Out More About 3RD HOME:

- On 3RD HOME's [website](#)
-
- On 3RD HOME's [Facebook page](#)
-
- By phone: 855.MY.3RD.HOME