

Maximize Your Most Valuable Non-Renewable Asset: Your Leisure Time



Of all your life priorities, your **leisure time** is one asset you can't earn back. People who spend their time wisely know that it pays dividends to collaborate with a seasoned industry professional when it comes to fulfilling travel dreams. Virtuoso travel advisors provide personal and completely customized service before, during, and after every trip. Whether you enjoy being involved in your vacation planning, or prefer that someone you trust takes the reins, Virtuoso advisors are uniquely vested in your RETURN on LIFE[®].

5 Reasons People Don't Work with a Travel Advisor & Why Virtuoso Clients Do

1. People feel that doing their own planning is empowering and that giving it up will diminish their experience. Virtuoso clients decide the level of involvement that's right for them, and this may even vary from trip to trip. If you enjoy research and planning, you'll have a professional partner. If you prefer having your advisor handle all the details, they can do that, too. Either way, you'll enjoy quality, customized service.
2. They believe the Internet provides all the answers they need. Virtuoso clients view their advisor as a trusted resource whose industry knowledge, global relationships, and personal experience add tremendous value, and makes travel planning more enjoyable. A great advisor can validate your own research, and offer insightful recommendations to tailor each trip to your preferences, interests, and budget.
3. They believe an advisor adds to the cost of the trip. Virtuoso clients know better. A Virtuoso travel advisor has access to the same (and often better) pricing than what is available online and can secure VIP benefits, amenities, access, and extras that you can't get on your own. To quote Warren Buffet, "Price is what you pay; value is what you get."
4. They don't understand the value of a travel advisor. Virtuoso clients rely on their advisors to make travel planning more efficient and enjoyable, to save time and money, and to lend expertise that makes a world of difference. A Virtuoso advisor also works on your behalf before, during, and after every trip. That's peace of mind you can bank on.
5. And they don't know how to find one. In partnering with Merrill Lynch, Virtuoso selected the best of the best travel advisors, Priority Travel Specialists, who regularly book experiences all over the world, to help you plan your dream trip. Cate Caruso, of True Places Travels, is your designated Priority Travel Specialist.



About Virtuoso

Virtuoso is a global, by-invitation-only network of luxury travel agencies and providers that has over 340 agencies and 8,900 advisors in 20 countries plus over 1,700 preferred travel partners worldwide. The network generates over \$12.5 billion in annual sales, making the group the most powerful in the luxury travel industry. Virtuoso advisors leverage their industry connections and extensive knowledge and experience to deliver exceptional value and customized service. For more information, please visit <http://www.trueplacetravels.com/merrill> or call 855.399.3199.



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