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5	Attorneys for Plaintiffs		
6	ALBERT FRIDLIN JEUNG and KAREN UBALDI		
7			
8	SUPERIOR COURT OF THE STATE OF CALIFORNIA		
9	COUNTY OF LOS ANGELES		
10	March and Company of the Company of		
11	ALBERT FRIDLIN JEUNG, individually and KAREN UBALDI, individually,	CASE NO.: 20STCV42539	
12		[Honorable Virginia Keeny] [Complaint Filed November 5, 2020]	
13	• Plaintiffs,	[Trial Date: None set]	
14	VS.	(Civil – Unlimited)	
15	DIAMOND RESORTS U.S. COLLECTION	FIRST AMENDED COMPLAINT	
16	DEVELOPMENT, LLC, a Delaware Limited Liability Corporation; DIAMOND RESORTS		
17	FINANCIAL SERVICES, INC. and unknown entity; DIAMOND RESORTS		
	INTERNATIONAL MARKETING, INC., a		
18	California Corporation; and "EDDIE" IDO BEN AM RAM, an individual, and DOES 1-		
19	100, inclusive,		
20	Defendants.		
21			
22	Plaintiffs hereby allege:		
23		I.	
24	PARTIES		
25	1. Plaintiff ALBERT FRIDLIN JEUNG (hereinafter "ALBERT") resides in San Francisco		
26	County, California and has been a resident thereof at all times relevant herein. KAREN		
27	UBALDI (hereinafter "KAREN") resides	in Jackson County, Oregon and has been a resident	
28			

- thereof at all times relevant herein. ALBERT and KAREN are the adult children of ALFRED KEONG JEUNG (hereinafter ("DECEDENT"), who died on November 6, 2018 at the age of 79. As such, they are entitled to bring an action for damages against the persons who and/or entities which caused the death of their father.
- 2. Defendant DIAMOND RESORTS U.S. COLLECTION DEVELOPMENT, LLC, is and was at all relevant times mentioned in this complaint, a Delaware Limited Liability Corporation, conducting business in the State of California. Defendant DIAMOND RESORTS FINANCIAL SERVICES, INC. is and was at all relevant times mentioned in this complaint, a collection agency whose state of incorporation is unknown, conducting business in the State of California. Defendant DIAMOND RESORTS INTERNATIONAL MARKETING, INC. is and was at all relevant times mentioned in this complaint, a California corporation conducting business in the State of California and holding itself out as the brokerage, real estate agent and real estate licensee involved in the customer transactions. (Collectively these defendants and DOES 1-100 are referred to herein as "DIAMOND" and/or "Defendants.")
- 3. Plaintiffs are informed and believe and thereon allege that at all times mentioned herein, that "Eddie" IDO BEN AM RAM, a resident at all relevant times of Los Angeles, California, was an agent of Defendants employed by Defendants as a sales person, on information and belief in multiple locations, including Las Vegas, Nevada, to sell DIAMOND timeshare points Memberships, and during the course and scope of his employment with DIAMOND, was acting as the agent, officer, director, contractors, servant, partner, joint venturer, employee, employer or alter ego, of all remaining Defendants and at all times mentioned herein were acting within the course and scope of such agency, service, partnership, contract, and/or employment with DIAMOND.
- 4. The true names and capacities of each of the Defendants DOES 1 to 100, whether an individual residing in the State of California, the State of Nevada or other state of these United States, or a corporation, partnership, or other form of business entity authorized to do and doing business under the laws of the State of California, State of Nevada or other state of these United States,

- or an associate or affiliate, are unknown to Plaintiffs, who therefore sue said Defendants by such fictitious names pursuant to Code and prays leave of court to amend this Complaint to set forth their true names and capacities when the same have been ascertained.
- 5. Plaintiffs are informed and believe and thereon allege that each of the Defendants designated herein as DOES 1 to 100 are negligently, contractually or otherwise legally responsible in some manner for the events and happenings herein alleged and that such actions and/or inactions legally caused the injuries and/or damages to Plaintiffs, and are therefore liable, jointly and severally with each other, for the damages and other relief Plaintiffs seek to recover by this Complaint.
- 6. Plaintiffs are informed and believe and thereon allege that at all times mentioned herein, each of the Defendants herein named were acting as the agent, officer, director, contractors, servant, partner, joint-venturer, employee, employer or alter ego, of all remaining Defendants and at all times mentioned herein were acting within the course and scope of such agency, service.

II.

DIAMOND'S TIMESHARE BUSINESS

partnership, contract, and/or employment.

- 7. At all relevant time DIAMOND was a timeshare regulated by the California Department of Real Estate under the authority of the Vacation Ownership & Timeshare Act of 2004 (hereinafter "Act") which is codified as Business and Professions Code 11210 et. seq.
- At all relevant time DIAMOND was a timeshare regulated by the State of Nevada under the authority of the Timeshare Act (hereinafter "Nevada Act") which is codified as Nevada Revised Statutes (2015) 119a et. seq.
- 9. At all times relevant herein DIAMOND a multi-state timeshare plan in multiple states, including but not limited to, the states of Nevada, California and Hawaii through which DECEDENT purchased points in multiple state timeshare projects which is a nonspecific timeshare interest, with the right to use accommodations at more than one site created or

- acquired through the timeshare plan's points based reservation system, but which did not include a specific right to any accommodations at all.
- 10. At all times relevant herein DIAMOND as one of the world's largest timeshare companies. DIAMOND used uniform standard forms, practices, procedures, representations and contracts in conjunction with its timeshare business transactions. It is these transactions purportedly entered into between DIAMOND and DECEDENT which are the basis of this action. Further, there are common issues of fact and law common to all DIAMOND timeshare sales presentations and contracts, including the sales presentations, standard forms, and contracts which are the basis of this action, including DIAMONDs apparently custom and practice of unconscionable high pressure sales tactics targeting vulnerable elderly customers.
- 11. DIAMOND has many sales, marketing and operational practices that serve to manipulate, coerce and deceive potential customers, in particularly elderly customers who live on a fixed income. These practices are designed to induce people to purchase timeshare interests above and beyond their means, and to then not receive what was promised, and then when the customer comes back to try and get what was promised, DIAMOND uses this to induce them to be drawn further into the DIAMOND trap, spending more money, obligating themselves to more future payments, etc.
- 12. Among DIAMOND's deceptive practices are:
 - a. Luring customers into purchasing Memberships by advertising certain premium or high value properties at its sales presentations. These premium properties typically represent DIAMOND's most luxurious properties or properties in the most prime location.

 DIAMOND knows and intends that customers will be tempted to buy memberships because they believe they will be able to vacation at these premium properties.

 However, the demand for these premium properties is so high, that members are disappointed when they cannot book reservations at these locations as these locations are typically booked to full capacity a year in advance. For example, DIAMOND's Hawaii

- properties do not have sufficient supply of inventory to satisfy reasonably expected demand of its members.
- b. DIAMOND also employs manipulative sales practices to create a bond of trust between itself and its elderly customers. DIAMOND uses purportedly licensed real estate agents and brokers to sell memberships. These DIAMOND employees then tell the customers that they have a duty to tell the customers the truth and disclose all material facts in connection with the DIAMOND membership being sold to the customer. In fact, DIAMOND requires purchasers in Nevada and California forms required by each states Department of Real Estate. DIAMOND through its purported real estate agents and brokers notifies customers that they are under a duty to not deal with the customers in a manner that is deceitful, fraudulent or dishonest. This is all designed by DIAMOND to create a relationship of trust and confidence with its customers and prospective buyers.
- on DIAMOND's representations. DIAMOND abuses this purported bond of trust and confidence by withholding material information from elderly customers and employing high-pressure sales tactics designed to force elderly persons into buying expensive Memberships that make no economic sense for someone in their 70s or 80s. For example, DIAMOND routinely induces elderly persons to attend sales presentations marketed as lasting a maximum of 90 minutes, but which instead often last five or six hours or longer. DIAMOND uses this approach for the purpose of wearing down elderly customers physically, emotionally and psychologically. Even when prospective customers tell DIAMOND they are not interested, repeatedly, DIAMOND relentlessly continues pitching them, keeping them effectively trapped until they relent. Many elderly victims eventually succumb to these DIAMOND pressure tactics and buy a Membership. On information and belief, it is DIAMONDs goal with its employees to use these high-pressure and deceptive sales tactics to close the sale the same day the elderly person is at the sales presentation.

- d. Despite its fiduciary obligations and other duties to disclose all material information that an elderly customer would consider to be important in deciding whether to purchase a DIAMOND membership, DIAMOND fails to make those disclosures in a timely or reasonable way, or at all. For example, DIAMOND routinely fails to disclose the fact that there is no secondary market where the DIAMOND membership can be sold if and when the customer no longer wants or needs it. This absence of a secondary market is by design and part of DIAMOND's business plan. DIAMOND does not sell partial or fractional interests in its real properties. Instead it has converted most or all of its properties to a "points" system, depriving buyers of any real property interest or rights. Depriving them of any potential real value in what they have purchased, especially value for any secondary market. The "points" system DIAMOND uses lack any intrinsic value or pricing integrity. DIAMOND can unilaterally change the value of a point at any time. The pool of "points" DIAMOND can sell is essentially unlimited, and of course any resource in unlimited supply with no guarantee of value is, essentially, valueless. None of this was disclosed to DECEDENT or his wife before trapping them in DIAMOND membership. DIAMOND knows that the economics of a DIAMOND perpetual vacation membership for an elderly person does not make any sense.
- e. DIAMOND charges unreasonable, unjust and baseless "closing costs".
- f. DIAMOND has financial conflicts of interest in that it acts as seller, broker, agent, property manager for all of the properties in its portfolio, and as lender.
- g. In addition to the sales price of the points, DIAMOND also charges annual maintenance fee assessments which escalate year after year, much more than inflation and include inappropriate and unjust charges.
- h. Contrary to DIAMOND's representations of show premium resorts and describe member flexibility, most members are unable to use their points to book at DIAMOND premium resorts due to DIAMOND having insufficient inventory to meet that reasonably expected demand.

- DIAMOND cannibalizes existing members to push more and more sales of points. This
 is known as "upselling".
- j. DIAMOND sales agents have sales quotas that must be met and which are the basis of sales agents commissions. If they fail to meet the quotas, the sales agents risk losing their jobs.
- k. DIAMOND also serves as lender, only offering and pushing its own high interest loan products to finance the purchase of points beyond the elder's ability to pay. These loans are often wildly unsuitable to the elder they are used with. DIAMOND purposefully ignores any assessment of the elders ability to pay.
- DIAMOND also pushes DIAMOND affiliated credit cards to finance purchases of
 points, in some cases apparently applying for and charging cards without the advanced
 knowledge or consent of customers.
- m. The fact of these deceitful and coercive sales tactics are not disclosed to customers in advance or with access to outside or independent advisors or in any way that they can reasonably escape from the DIAMOND trap. To ensure a consistent message being delivered by its sales staff, DIAMOND engages scripted sales practices and policies and training so each of it's agents know how to present the membership and points to customers, how to exercise undue influence, duress, coercion, etc. to pressure customers, including especially elderly customers, into purchase, how to overcome customers' objections, and to execute and present final documents for signing to consummate the sale, or even, on information and belief, to electronically forge customer signatures on many of the transaction documents.
- n. DIAMOND, on information and belief, has a zero-tolerance policy for sales agents who stray from this script and training. See SEC EX-99.1 to DIAMOND's SEC 8-K dated January 23, 2016.
- DIAMOND's sales protocols including getting sales agents to convince existing members that, despite having spent thousands of dollars for their time share points, and

- having to pay significant annual fees on top of the purchase price, that customers need to spend thousands more to upgrade in order to continue to receive or improve the benefits they want and thought they were buying in the first place.
- p. DIAMOND also uses "owner update events" where DIAMOND is taking over an existing time share with existing, non-DIAMOND customers with actual real property interests to induce the owners to relinquish or transfer their real property interest to DIAMOND and rather than giving points in exchange, uses the event to manipulate the existing timeshare owners to actually pay DIAMOND for the customer's relinquishment of real property interest and pay for a DIAMOND membership.
- q. DIAMOND knows that elderly retired persons in particular generally do not have enough money from their social security and hard earned savings to be able to afford DIAMOND memberships, especially at the higher levels. DIAMOND readily "solves" this problem by offering inappropriate financing to these elderly customers on fixed incomes so that the transactions can be pushed through before the vulnerable elderly persons are able to get independent advice and escape from the DIAMOND trap. This approach is use to avoid any traditional credit analysis, such as debt to income ratio analysis to evaluate the elders ability to repay the loans, especially the predatorily high interest rate loans offered by DIAMOND and its affiliates.
- Imposing constraints and hurdles to dissuade or prevent elderly persons from leaving the sales presentation.
- s. Not allowing elderly persons to take sales materials and offers home to review and consider their options or suitability.
- t. Offering first day incentives such as a free night or weekend, or discounts or other inducements which then obligate the prospective customer to stay for the sales pitch.
- u. Telling elderly customers they are receiving special discounted offers and other incentives that are only valid during that day of that sales pitch. This claim of time

- sensitivity is not true, of course. Rather the time sensitivity claim is simply an additional sales pressure tactic to put the customer under duress.
- v. Telling elderly customers that their points will increase in value or price, while failing to disclose that there is no price integrity or resale value for points.
- w. Failing to disclose the prohibition on advertising to sell or rent their points.
- x. Further examples and explanations of DIAMOND's improper tactics and practices are described in a New York Times article dated January 22, 2016, entitled "The Timeshare Hard Sell Comes Roaring Back" and in the Arizona Republic article dated March 28, 2019 entitled "Company Convinces Arizona couple, nearly 90 years old, to buy \$150,000 timeshare" and in a Consumer Affairs article dated March 29, 2019. A copy of each of these articles is attached hereto as Exhibits H-J, respectively.
- 13. DIAMOND knew or should have known that DECEDENT and his wife would rely on DIAMOND to disclose all material facts in connection with the sale of its products. However, to avoid impeding sales and to induce DECEDENT and his wife to purchase DIAMOND memberships and upgrades on the dates of the sales presentations, DIAMOND failed pursuant to its uniform training to disclose the following information that reasonable consumers would have wanted to know before making their purchase decisions.
 - a. DIAMOND's sales presentations focus on elder customers' desire to vacation at one of DIAMOND's high value or premium accommodations, but DIAMOND fails to advise those customers that inventory is inadequate to satisfy demand, the star ratings of most DIAMOND inventory is not consistent with the representative samples promoted by DIAMOND, the likelihood of booking a desired accommodation is low and some of the time share units at its resort properties are not fully owned by DIAMOND, such that the chance of getting reservations there is even lower.
 - b. DIAMOND's sales presentation of the benefit of "Other Redemption Opportunities" such as flights, rental cars, hotels and cruises are ill advised in that they are not

- economical since the cost in points is not significantly lower, and may be more expensive than just buying independently paying for those things.
- c. DIAMOND's sales presentation referring to memberships as "investments" and a purchase in real estate is misleading at best, since there is no active, organized or liquid secondary or resale market such that Members are saddled with their Memberships for life; they will probably not be able to sell or even give away their Memberships; or DIAMOND severely limits the circumstances under which it will consent to transfer of Memberships to another person.
- d. In offering "mortgages" to assist customers to pay for the high cost of Membership, DIAMOND fails to disclose that such loans are issued without any customary due diligence such as evaluating the appropriateness of the loan for the borrower; and despite issuing 1098 tax forms for the high interest rate on the "mortgage", it is not tax deductible.
- e. Despite explaining that Membership is a points-driven program and the value of those points, DIAMOND fails to disclose that those points are arbitrarily valued and can be manipulated at will by DIAMOND, the prices are inflated and lack any pricing integrity.
- f. Despite pressuring elders to buy DIAMOND Memberships and presenting it as an investment opportunity, it fails to disclose that there is no economic justification to buy a Membership since the purported value is far outweighed by perpetual and limitless fees and costs associated with Membership.
- g. DIAMOND fails to disclose that anyone can easily book the same or substantially equivalent accommodations, like the samples shown by DIAMOND at sales presentations through other vendors like Expedia.com, Booking.com or Kayak.com or similar entities, and that members could simply pay through a booking entity the same or less than what the Membership costs to get the same accommodation, without incurring any of the long term liabilities of Membership.

- h. DIAMOND fails to disclose that the purported "benefits" of Collection Membership are not in fact tied to that Membership but are rather exclusive to and tied to Club Membership, which comes at added costs.
- i. DIAMOND requires the customer to pay purported closing costs (estimated to be about 3.5% of the price of Membership) but fails to disclose that such costs are unjustified and do not reflect actual out of pocket variable expenses incurred by DIAMOND in the transaction, and that such costs are not related to the sale of deeded real property.
- j. DIAMOND portrays annual maintenance fees in its sales presentations as a minor expense without disclosing that such fees rise faster than inflation as measured by the CPI, they lack transparency, and that charges are included therein that would normally be inappropriate to pass on to a time share member.
- k. DIAMOND fails to disclose that it has a conflict of interest in that it (or a subsidiary or affiliate) is also the property manager, and that it (or its subsidiary or affiliate) is payed for on a cost-basis, incentivizing DIAMOND to maximize maintenance fees so that it can pad it's management fees and profits.
- 14. These material non-disclosures and misrepresentations would impact a reasonable elderly persons' willingness to purchase a DIAMOND membership. Had it been disclosed, DEFENDANT and his wife would not have paid for the Membership, points, upgrades, and fees.
- 15. As a consequence of DIAMONDs inappropriate and wrongful sales and financing tactics, elderly DIAMOND customers not only have their savings depleted directly by the purchase, but find themselves saddled with high interest debts (both direct loans from DIAMOND and from DIAMOND's affiliated credit cards), as well as rising annual maintenance fees and other charges, all of which DIAMOND asserts members must pay in perpetuity on threat of defaulting and losing all of the points and their entire "investment." DIAMOND maintains the right to foreclose on a Membership, taking back all that was sold while keeping all the ill-gotten gains

- taken by DIAMOND. As a consequence, many DIAMOND customers face financial ruin, severe stress, mental anguish.
- 16. Often, at some point, DIAMONDs customers come to the realization that DIAMOND is not delivering the value DIAMOND promised in the high pressure sales pitches. Elderly persons often find themselves in a never-ending nightmare. It may and often does take years for the elderly customer to have the realization that they have been manipulated and coerced into an inappropriate transaction by DIAMOND. But now the elderly person is in a trap, with no way out. Many, like DECEDENT, attempt to talk to DIAMOND about selling their interest back to DIAMOND, or being able to sell or transfer it to someone else. However, DIAMOND has had the practice of making sure that there is no viable, active or liquid secondary or resale market. It is in DIAMOND's interest to make sure no such market exists, because it doesn't want competition in selling more points to new and existing customers. In fact, some customers get so desperate that they may offer to give away their membership to someone else or back to DIAMOND, and DIAMOND generally declines the offer, because DIAMOND membership is a liability, not an asset. Thus customers have no way of escaping DIAMOND's clutches. It's a bit like the Mafia, once you are a member, you cannot leave, ever, and you have to keep paying and paying and paying, whether or not you get any benefit from the payments.
- 17. Many complaints about DIAMOND's practices have been filed with governmental agencies, with DIAMOND and online. Complaints have come from customers, DIAMOND employees, agents and sales people about its deceptive trade practices. And yet DIAMOND has not been held to account or done anything to make it right. On information and belief, DIAMOND continues with the same egregious practices, showing no remorse or desire to stop defrauding, manipulating, coercing and effectively stealing from elderly customers, and causing them immeasurable anxiety, shame, guilt, fear, stress and mental and emotional suffering.

III.

DIAMOND'S INTERACTIONS WITH DECEDENT

- 18. Defendants fraudulently, and through coercion, undue influence and elder abuse, knowingly and wrongfully induced DECEDENT (and his wife) to enter a series of transactions that caused DECEDENT's and his wife's financial situation to become desperate and unsustainable. They knew DECEDENT and his wife were on a limited fixed income, and that they could not afford the transactions Defendants induced them into, and they knew that the only reason DECEDENT and his wife were engaged with Defendants was to get out of the already oppressive financial burdens imposed by Defendants, and yet Defendants promised to help, but instead lied to and tricked and deceived and coerced DECEDENT and his wife to enter into further, more oppressive, more damaging agreements despite their promises to do the opposite. As a consequence, DECEDENT became desperate, mentally anguished, despondent and ultimately could not resist the impulse caused by Defendants outrageous conduct, to end his own life. On November 6, 2018, DECEDENT wrote a suicide note explaining as best he could what DIAMOND had done to him and his family, apologized to his family and put a gun to his head and pulled the trigger, ending his life. A true and correct copy of his suicide note is attached as Exhibit G.
- 19. By way of background, in or around August 12, 2016, DECEDENT and his wife purportedly entered into a written Agreement with Defendants (Exhibit A, "the August 2016 Agreement"), in which DECEDENT (then almost 77 years old) agreed to purchase a timeshare interest or "Membership" in Diamond Resorts U.S. Collection Development, contract #17470578. This Membership in the Diamond Resorts U.S. Collection Members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 100,000 points with an initial usage year of 2017. The total price of this timeshare membership was \$9,700.00. DECEDENT and his wife paid cash for this purchase. In addition, ownership of this Membership also created an annual assessment of \$567.00.
- 20. In or around October 17, 2016, after being contacted by DIAMOND, DECEDENT allegedly entered into a written Agreement with Defendants (Exhibit B, "the October 2018 Agreement"), in which DECEDENT allegedly agreed to purchase a timeshare interest or "Membership" in

Diamond Resorts U.S. Collection Development. This Membership in the Diamond Resorts U.S. Collection Members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 15,000 points with an initial usage year of 2017. The total price of this timeshare Membership was \$50,099.00. DECEDENT made a \$14,528 down payment and financed \$36,321, which was to be financed at a fixed annual interest rate of 12.274999%, creating a total sale price of \$77,754.80, of which \$26,905.80 was finance charges. In addition, ownership of this Membership also created an annual assessment of \$2,427.00. Defendants acknowledged the application of California law to them in this transaction by virtue of having references to California law and purporting to comply with it in the transaction documents.

- 21. In or around May 1, 2017, again after being contacted by DIAMOND, DECEDENT purportedly entered into a written Agreement with Defendants (Exhibit C, "the May 2017 Agreement"), in which DECEDENT agreed to purchase a timeshare interest or "Membership" in Diamond Resorts U.S. Collection Development. This Membership in the Diamond Resorts U.S. Collection members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 10,000 points with an initial usage year of 2017. The total price of this timeshare membership was \$29,200.00. DECEDENT made a \$5,850.00 down payment and financed \$24,100.00, which was to be financed at a fixed annual interest rate of 12.4192%, creating a total sale price of \$48,045.60, of which \$18,095.60 was finance charges. In addition, ownership of this Membership also created an annual assessment of \$1,685.00.15.
- 22. In or around September 15, 2017, again after being contacted by DIAMOND, DECEDENT purportedly entered into a written Agreement with Defendants (Exhibit D, "the September 2017 Agreement"), contract# 0027319425 in which DECEDENT and his wife allegedly agreed to purchase a timeshare interest or "Membership" in Diamond Resorts Hawaii Collection Development. This Membership in the Diamond Resorts Hawaii Collection Members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 10,000 points with an initial usage year of 2018. The total price of this Hawaii Collection timeshare Membership was \$169,299.00. DECEDENT made a \$10,484.00 cash deposit and also received

"trade in credit" of \$116,879.00 for conveying to Diamond Resorts Hawaii Collection their existing timeshare interests, creating a balance due of \$42,686.00, which was to be financed at a fixed annual interest rate of 11.99% per year per the purchase and security agreement, however which was really subject to an annual interest rate of 12.2325%. As such, the sales price was actually \$201,543.40, with finance charges of \$31,494.40. In addition, ownership of this Membership also created an annual assessment of \$9,383.00. DECEDENT was further directed to make their payments to Diamond Resorts Financial Services, Inc. P.O. Box 60480, Los Angeles, California 90060-0480.

- 23. Prior to August 16, 2018, DECEDENT received a phone call from a female sales agent who represented herself to be calling on behalf of DIAMOND. The sales agent advised DECEDENT by phone that he had over \$28,000 he could use towards the purchase of another 15,000 timeshare points. DECEDENT was informed and believed that he would be able to add the additional points to the 50,000 points he had previously purchased in the Diamond Resorts Hawaii Collection, however, this representation was false. Also false were representations made by the sales agent that DECEDNENT could use some of the \$28,000 to pay for some of their annual timeshare fees.
- 24. DECEDENT expressed to DIAMOND his and his wife's desire to get out of their Membership given their advanced age, and inability or unwillingness to use the membership, the unsustainable cost of it, and their inability to afford it. DECEDENT was reassured by DIAMOND that it could be sorted out, not to worry, DIAMOND would take care of them, and that they should come to one of the properties to discuss the matter and how it could be resolved. This was, in fact a ruse by DIAMOND to upsell more. In fact, on information and belief, DIAMOND knows that many of its elderly customers are not well served by Membership because many have sought to get out of the unsustainable financial obligations. DIAMOND's approach, on information and belief, is to use this as an opportunity to upsell those vulnerable elders yet again! They lure the elder in with promises of figuring out how to get out of the burden, and then in the sales presentation, tell them they have to upgrade to get

- out, and have them upgrade again, for more money, more obligation, only to then let the elders discover, after the fact, that in fact, they did not and cannot get out, and that their obligations have only increased and still remain permanent. That is what DIAMOND did to DECEDENT and his wife.
- 25. In or around August 16, 2018, DECEDENT was induced to enter and did enter into a written Agreement with Defendants (Exhibit E, "the August 2018 Agreement"), in which DECEDENT agreed to purchase a timeshare interest or "Membership" in Diamond Resorts U.S. Collection Development, contract number 17982241. This Membership in the Diamond Resorts U.S. Collection Members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 15,000 points, which qualified DECEDENT and his wife to become a Premium Member with The Club at Diamond Resorts International. The total price of this timeshare Membership was more than DECEDENT could afford, however, due to the concealment of material information, and contrary to the representations of the sales agents, DECEDENT did not "have" \$28,000 to use towards the purchase, and instead had to pay for all the points they purchased in the Diamond Resorts U.S. Collections Members Association.
- 26. Following their purchase in August 2018, DECEDENT was again directly targeted by
 Defendants who induced them to attend a sales presentation at the Polo Towers in Las Vegas,
 Nevada on October 11, 2018. The sales presentation began at 8:00 a.m. and was led by
 Defendant "Eddie" Ido Ben AmRam ("Eddie"). Eddie advised DECEDENT that his annual
 maintenance fees were going to be \$17,000-\$18,000 per year because they owned 50,000 points
 in the Hawaii Collection and additional points in the U.S. Collection. DECEDENT and his wife
 first inquired about selling their Hawaii Collection timeshare, but were falsely told by Eddie that
 they could not sell them back to DIAMOND because it was in Hawaii. Eddie continued his high
 pressure sales tactics, and when DECEDENT asked to think about it they were falsely told by
 Eddie that his 'boss" was only going to be there today, so it was a one day offer, when in fact
 these representations were false and Eddie's boss was seen by DECEDENT the next day at the
 sales office at the Polo Towers. Eddie fraudulently represented to DECEDENT that if he

purchased enough additional points he would be able to consolidate both the Hawaii Collection and U.S. Collection timeshare into a U.S. Collection timeshare so they could get out of the DIAMOND Membership for good. Eddie further falsely induced DECEDENT to enter into the contract by advising him that if he or his wife passed away, the survivor could call DIAMOND to explain the death and changed financial situation and either donate the timeshare or give it back to Defendants. However, all of these representations were false when they were made, yet Defendants ratified them and their agents made them anyhow. Plaintiffs are informed and believe and thereon allege that they were made as part of Defendant's usual and customary business plan to up-sell DECEDENT, as well as other older persons and vulnerable persons, by concealing material information from them, creating a false sense of urgency, and exploiting them financially by financially inducing them to purchase additional timeshare points under the guise of being able to purchase their way out of continued ownership of any DIAMOND timeshares.

27. As a result, in or around October 11, 2018, DECEDENT purportedly entered into a written Agreement with Defendants (Exhibit F, "the October 2018 Agreement"), in which DECEDENT agreed to purchase a timeshare interest or "Membership" in Diamond Resorts U.S. Collection Development. This Membership in the Diamond Resorts U.S. Collection Members Association, a non-stock, non-profit Delaware corporation, the Association, consisted of 100,000 points with an initial usage year of 2019. The total price of this timeshare Membership was \$424,297.00. DECEDENT made a \$76,502 cash deposit and also received "trade in credit" of \$169,299 for conveying to DIAMOND his existing timeshare interests, creating a down payment of \$245,801 and a balance due after financing of \$179,246.00, which was to be financed at a fixed annual interest rate of 11.99%. DECEDENT financed \$179,246.00, which was to be financed at a fixed annual interest rate of 12.0479%, creating a total sale price of \$554,995.40, of which \$129,948.40 was finance charges. This resulted in a monthly payment of \$2,576.62 for the Membership alone. In addition, ownership of this Membership also created an annual

- assessment of \$17,124. As such, the total costs of this Membership were just over \$48,000 per year. In addition, the loan was for 120 months (ten years).
- 28. On October 11, 2018, seeking to exit the timeshare Memberships, not to add to them,
 DECEDENT was fraudulently induced to travel to, attend and purchase additional timeshare
 Membership points based on concealment of material facts and false representations made by
 Eddie, an agent or employee of Defendants that if DECEDENT consolidated all of the
 timeshare memberships into one membership by trading in the 50,000 points in the Diamond
 Resorts Hawaii Collection into the Diamond Resorts U.S. Collection they could get out of all of
 their timeshare and Membership obligations. It was also represented to DECEDENT that there
 was a no obligation clause in the contact that provided that their heirs would be under no
 obligation to receive the Membership upon the death of DECEDENT and his wife.
- 29. At no time was DECEDENT asked if he and his wife wished to have their own real estate broker or attorney review any of the timeshare contracts. No such opportunity was provided. However, DECEDENT was fraudulently induced and in justifiable reliance on Defendants' representations and concealment, requested to initial, and did, initial a statement in the "Sales Presentation Confirmations" prepared by Defendants that "I understand that my membership is perpetual and can be passed on to my heirs, if my heirs elect to receive my membership, but there is no obligation for them to accept the membership," as well as numerous other statements, including a statement that they could "afford" the \$424,297 purchase and the accompanying ten year liability of in excess of \$48,000 per year in timeshare Membership assessments and annual fees, all to their detriment.
- 30. At all times Defendant Eddie was acting as a dual agent with a fiduciary duty to explain to DECEDENT the terms and meaning of the timeshare contracts and the Assignment, and his failure to so inform DECEDENT was concealment of false or misleading information.
- 31. At the time that the Defendants, and each of them and Does 1-100 made these representations to DECEDENT and his wife, Defendants knew that DECEDENT and his wife were in attendance at the sales presentation attempting to exit their timeshare points Memberships due to their

advancing ages (by then he was 79 years old), not increase their debt and timeshare points ownerships. In spite of this, Defendants and each of them, sought to financially exploit DECEDENT and his wife's vulnerability as older persons seeking to set their personal affairs in order prior to their deaths, and exerted undue influence, engaged in acts of concealment, false representations, financial intimidation, and high pressure sales tactics, including confining DECEDENT and his wife to the sales office for more than eight hours. Defendants were also aware that DECEDENT and his wife were retired living on a fixed income, and that DECEDENT and his wife were unable to afford \$48,000 per year in timeshare Membership annual assessment and monthly payment sold to them by Defendants and each of them on October 11, 2018, the true amount of which and financing terms were concealed from them by DIAMOND.

- 32. As part of and in furtherance of Defendants' illegal business practices, during the marathon sales presentation which, and in conjunction with the high pressure sales tactics and as a financial vehicle to finance the DECEDENT and his wife's purchase of the timeshare Membership on October 11, 2018, DECEDENT and his wife were induced to purportedly agree to the issuance to DECEDENT and to his wife, a "Diamond Resorts International World MasterCard", and were instantly approved for said credit cards while attending the marathon sales meeting without their consent. DECEDENT and his wife were not made aware of the opening of the two MasterCard accounts or the charges put on the cards until after the timeshare presentation when they were advised by Eddie that the credit cards had already been approved and charged multiple times for the amounts due on the contract before DECEDENT had consented, making him feel trapped. Thereafter, immediately after being issued on October 11, 2018, while DECEDENT and his wife were still at the sales presentation, each of their new "Diamond Resort International" MasterCard were charged for the down payment, resulting in total charges of over \$76,000 in down payments.
- 33. When defendants made these representations they knew them to be false, and these representations were made by Defendants with the intent to defraud and deceive DECEDENT

- and his wife, and with the intent to induce DECEDENT and his wife to act and to purchase additional timeshare points Memberships.
- 34. In furtherance of Defendants illegal business practices, DECEDENT and his wife were presented numerous lengthy legal forms to sign and initial, but provided no meaningful time to read them nor an opportunity to consult with an attorney. Some of the forms were not even physically presented and instead DIAMOND caused unauthorized electronic forgeries to be attached to the documents. DECEDENT and his wife were further induced to believe that Defendants, and each of them, were licensed Nevada Real Estate Licensees conducting business in compliance with the laws of the State of Nevada, and in accordance with Nev. Rev. Stat. 119a et seq. governing the sale of Timeshares, when at all times such representations were false.
- 35. In order to provide DECEDENT and his wife with financing for the foregoing Membership purchases, DECEDENT and his wife were required to apply for and finance their Membership purchases with multiple Diamond Resorts International World MasterCards. On October 11, 2018, Defendants received \$76,502 in payments from DECEDENT and his wife through multiple charges billed to their respective Diamond Resort credit cards. As such, not only were DECEDENT and his wife paying finance charges for the Membership purchases themselves, they were also paying additional finance charges ranging from 16.99% to 22.24%.
- 36. At all relevant times Defendants have adopted and used standardized agreements, including but not limited to, a standard Purchase and Security Agreement. At the same that DECEDENT and his wife entered into the Purchase and Security Agreement, Diamond insists that DECEDENT and his wife assign the timeshare interest's use rights into a trust in exchange for "points" redeemable at other locations. The standard agreement by which the purchaser assigns his/her interest in the time-share to the Diamond Resorts International Club, Inc. known as the "Agreement."
- 37. As a standard practice, contemporaneously with the purchase of their timeshare Memberships, DECEDENT and his wife were induced to and did assign their rights to use, occupy and possess the timeshare to Club Diamond pursuant to the Assignment.

	At the time that that DECEDENT and his wife entered into the ten year October 2018
	Agreement, DECEDENT was 79 years old and his wife was 75 years old, and therefore "older
	persons" and/or "vulnerable persons" within the meaning of Nev. Res. Stat. Ann. §200.5092
	(2015). The illegal activities of Defendants, and each of them, as set forth herein were
	purposefully directed at DECEDENT and his wife who were both over the age of 60 ("older
	persons"), in violation of the laws of Nevada protecting the class of people who are older
	persons or vulnerable persons, to which class of persons the DECEDENT and his wife
	belonged, from abuse, neglect, exploitation or isolation in violation of the law within the
	meaning of Nev. Res. Stat. Ann. §200.5092 (2015). Similarly, under California's Elder and
	Dependent Adult Civil Protection Act ("EADACPA") DECEDENT and his wife were at all
	relevant times "elders", Cal. Welf. & Inst. Code 15610.27 and members of a "disadvantaged
	class", Cal. Welf. & Inst. Code 15600(h). Defendants violated California's laws protecting
	DECEDENT and his wife from abuse, neglect, isolation or other treatment with resulting
	physical harm or pain or mental suffering and financial abuse in violation of Cal. Welf. & Inst.
	Code 15610.06, 15610.07, 15610.30, 15610.53, 15610.70 and Cal. Civ. Code 3345.
39.	By reason of the Defendants actions, Plaintiffs have been damages in the amount according to
	proof at trial.

IV.

CAUSES OF ACTION

FIRST CAUSE OF ACTION - WRONGFUL DEATH OF AN ADULT; HEIRS AS PLAINTIFFS BASED ON INTENTIONAL CONDUCT

(Against All Defendants, and DOES 1-100)

- 40. Plaintiffs incorporate by this reference each and every allegation contained in Paragraphs 1 through 39 as though fully set forth herein.
- 41. Plaintiffs ALBERT and KAREN are the sole surviving adult children and are heirs of the DECEDENT, who died by suicide on November 6, 2018.
- 42. At all times relevant herein, Defendants, and each of them and their agents had a duty to exercise reasonable care to DECEDENT (and his wife) who were older persons who were buyers and potential repeat buyers of Defendants timeshare Memberships and related services, however, Defendants breached their duty of care to DECEDENT (and his wife), harming Plaintiffs through their collective breaches of their duties of care and wrongful conduct, as set forth herein above, proximately caused damages to Plaintiffs.
- 43. Prior to his death on November 6, 2018, DECEDENT left a suicide note (Exhibit "G") in which he apologized to his wife of many years, for trapping them in a financial hole as a result of being up-sold timeshare points Memberships, deceptive trade-in values, financial products and financing terms that he did not understand, thus becoming indebted to Defendants as a result of their deceptive business practices and concealment of schemes developed to up-sell the DECEDENT and his wife, and other older persons, successively more timeshare Membership points as a way to exit their timeshare obligations to DIAMOND and avoid passing the timeshare debt associated therewith to their children.
- 44. Defendants' actions were done intentionally. Defendants' actions, namely manipulating, lying to, deceiving, coercing DECEDENT and his wife to incur so much debt that Defendants knew he could not sustain, knowing he was an a hard earned fixed income, knowing that he had no other means to support himself, his wife and family, was outrageous. Those actions were done by Defendants with conscious and reckless disregard of the harm it would cause DECEDENT, including severe mental distress and mental suffering. In fact, it was defendants' intention, by using manipulative, coercive and fraudulent tactics to cause serious mental distress such as to cause DECEDENT and other elderly clients to feel trapped, deprived of free will, and coerced into a transaction that they did not want to do, and otherwise would not have done. Lying to

DECEDENT and his wife about their ability to get out of the timeshare, about having to buy more points to be able to sell them (when that was never true), about the fact that this burden of annual dues would become an obligation of their children through inheritance, together with the excessively long sales meetings, the opening of credit accounts without knowledge or consent, the charging of credit cards without knowledge or consent, all were designed to create such a desperate state of affairs, emotionally, for DECEDENT that they would feel absolutely trapped, such that his and his wife's free will would be overcome. Those purposefully emotionally abusive actions by Defendants worked. Although DECEDENT and his wife fully intended to get out of their time share obligations, their free will was overcome based on the pressure-salestactics planned out and used purposefully by Defendants. As a direct consequence, DECEDENT and his wife found themselves in an even more desperate situation than before. Defendants' actions caused such mental distress and mental suffering in DECEDENT such that their actions were a substantial factor in bringing about DECEDENT's suicide.

45. Plaintiffs allege that a proximate result of the death of DECEDENT caused by Defendants, they has lost his ongoing love, companionship, comfort, care, assistance, protection, affection, society, training, guidance and support.

SECOND CAUSE OF ACTION – WRONGFUL DEATH OF AN ADULT; HEIRS AS PLAINTIFFS BASED ON <u>NEGLIGENT CONDUCT</u>

(Against All Defendants, and DOES 1-100)

- 46. Plaintiffs incorporate by this reference each and every allegation contained in Paragraphs 1 through 39, 41-43, and 45 as though fully set forth herein.
- 47. Defendants owed DECEDENT and his wife a duty of care as a matter of common law and contract law. For example, in the transaction documents on October 11, 2018, Defendant represents that Defendant's employee/licensee has the following duties of care: "shall: 1. Not deal with any party to a real estate transaction in a manner which is deceitful, fraudulent or dishonest. 2. Exercise reasonable skill and care with respect to all parties to the real estate transaction. 3. Disclose to each party the to the real estate transaction as soon as practicable: a.

- Any material and relevant facts, data or information which licensee knows, or with reasonable care and diligence the licensee should know, about the property."
- 48. Defendants made representations about the state of DECEDENT's obligations to Defendants under the existing contract, including that his children and grandchildren would have to pay the annual fees forever, and that there was no way out of the existing contract without buying more points, and that once more points were purchased, they would be able to be sold, such that he could free himself and his family from future obligations, and recoup his prior investment and the then planned upsell payments and obligations. Defendant made representations that the credit cards and credit card charges that had been made (without Decedent's or his wife's consent) in the tens of thousands of dollars on October 11, 2018 would not be reverse such that they had to go through with the transaction. These and other false representations were made to
- DECEDENT and his wife on or about October 11, 2018 in violation of the common law and contractual duty of care. Those representations were false. Defendants had no basis for believing them to be true. The representations were made for the purpose of inducing DECEDENT and his wife to rely on them. DECEDENT and his wife were not aware of the falsity of the representations and were justified, given the circumstances in relying on the representations. As a result of this reliance, DECEDENT and his wife went forward with this unsustainable, horrible and abusive transaction based on lies. As a result, after DECEDENT came home and was able to have some distance from the transaction, he realized that he had been duped and coerced again in to an even worse position than he had been in before, more debt, more forever obligations.
- 49. Defendants' wrongful actions, including negligent misrepresentations, and negligently and recklessly putting DECEDENT's financial and emotional state at severe risk, caused a mental infirmity and a mental illness in DECEDENT resulting in an uncontrollable impulse to commit suicide. In short, Defendants' wrongful actions caused DECEDENT to be unable to decide to and act on that decision to refrain from killing himself in the moment when he pulled the

trigger. As a result of Defendants' wrongful and negligent conduct, DECEDENT was put into such a mental condition such that he was unable to control the impulse to kill himself.

THIRD CAUSE OF ACTION – WRONGFUL DEATH OF AN ADULT; HEIRS AS PLAINTIFFS BASED ON <u>BREACH OF FIDUCIARY DUTY</u>

(Against All Defendants, and DOES 1-100)

- 50. Plaintiffs incorporate by this reference each and every allegation contained in Paragraphs 1 through 39, 41-43, 45, and 47-49 as though fully set forth herein.
- 51. Defendants and their employees acted as agent for DECEDENT and his wife pursuant to the documents signed by the parties. As such Defendants' employee had a dual agency relationship giving rise to a fiduciary obligation to DECEDENT and his wife.
- 52. Further, Defendants had a fiduciary obligation to DECEDENT and his wife in that they had possession of confidential information (which they used for their own gain), and had possession of DECEDENT's and his wife's money, which they had an obligation to hold in good faith and to return on request. Taking their money by way of fraudulent credit applications and credit card charges done without the knowledge or consent of DECEDENT or his wife put them in a situation of holding DECEDENT's and his wife's money for the benefit of DECEDENT and his wife. As such it gave rise to a fiduciary relationship (in addition to the one arising from the dual agency relationship). These funds were purportedly taken by Defendants for the benefit of DECEDENT and his wife, to aid in the transaction being closed.
- 53. Defendants also represented that title to the benefits DECEDENT was to receive was held by a trustee in Defendants' US Collection, for the benefit of members, like DECEDENT. This also created fiduciary obligations. (See Exhibit F, p 32.)
- 54. Defendants breached these obligations, which ultimately caused DECEDENT to suffer from a mental illness, which lead to an uncontrollable impulse to take his own life on November 6, 2018. As a result, DECEDENT'S family was damaged.

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I WOULD LIKE TO APOLOGIZE TO MY FAMILY, BROWLEDS + SISTERS AND IN-LAWS FOR MY ACTIONS. IT STORED AS ONINHOUSENT ACT OF JOINING A TIMESHIPE CUER 20 YEARS AGO. IT COST BALLONED INTO A STOKE WE (HERNE) COULDN'T GET OUT ST. DIAMIONS RESERTS JUST KEEP UP THE PRESSURE TO BUY MORE POINTS AND UPGRADES KNOWING WE WANTED BALLY TO GET RID OF OUR MEMBERSHIP. THE LAST PROMISE FROM EDDIE IDO/DIOMOND RESOLIS SALES CHACE SALO THAT IF WE CONSOLIDATES ODE CONTRACTS INTO ONE BY TRADING OUR RATINUM HOWATT COLERETICS INTO THE U.S COLLECTION. IN ORDER TO CONSOLIDATE, HE Sou WE HAD TO PURCHIES ANOTHER SO, OCO PENTS IN ALUS, COLLECTION FOR TRANSGOOD SO,000 Death IN THE HOWETT CONTROL WE WERE MED TELD MAY THERE IS A NO OBLIGHTION CLAUSE IN THE CONTRACT THAT OUR HEIRS HIS NO BELLETTION OBLIGITION FOR THEM TO RECENTE THE MEMBERSHIP. THIS WAS LISTED IN THE SPICES PROSENTATION CONFIDENTIONS FORM FROM GUR LAST PURCHASE ON 10-11-2018. DURINGTHE LAST 20 YEARS, WE DID UPGRADES TRYING BOTTER GOD POSITION TO SET OUT OF DUR MENSIERSHIP BUT IT SEEMS THAT IT WAS SET UP : TO TRAP US DEEPER IN THE HOLE. SINCE CENTING BASE FROM VEGNE IN COTOBER, I HAVE LOST MY APPRITTE, LOST WEIGHT AND DEVELOPED BRUKE MORE WENT PROBLEMS. I COMMON SEE MYSELF FROM BETALS FREE OF THE PROBLEM.