

*The 2014 Season continues to challenge mainstream RV Parks; and, a tenacious Resort Industry – despite challenges to Financing, Refinancing, and, ultimate Cash Flows.*

*The 2014 Season has arrived – and, opportunity to break away from convention.*

*Owner / Operators [or, Park Managers] should constantly reevaluate changing Markets; and, an impressionable Market Base – youthful, and, aging.*

**RATELINE:**

*Interest Rates remain at historic lows; and, the Federal Reserve continues to artificially 'manufacture' Money, Buying Power shall remain strong.*

*The Low Cost of Money, should not be confused with the availability of Mortgage Money – the greater challenge.*

*Down Payments of 30, 40, 50%, should be budgeted; as Cash Flow to Debt Service Ratios trend more austere.*

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**TRENDLINE: RV INDUSTRY TODAY**

*I am pleased to present The Brokerage Spring / Summer Newsletter. Timely - and pointed – Information to You: The Park Owner, or, Prospective Owner.*

*Past observations – [Spring / Summer 2014]*

*Anatomy of an RV Park / Resort: Simply said, well-performing Parks, typically, manifest similar attributes: i.e., Websites, reflecting that 'tech-savvy' presence – smart-device*

*capable; 'Fresh' Facilities, sensitive to the nuanced expectations of an ever-changing Market; and, an entrepreneurial spirit – separating Park Owners / Managers from the pack – a lack-luster pack, at that.*

*Where Cash Flow may cure many ills; lack-luster Management shall surely dampen the spirits of an ever-anticipating Market – more than a proverbial spring rain. . .*

*[Source: The Brokerage, Editorial]*



*Mesa Verde Visitor Center has opened – the newly completed \$12 Million Facility – that showcases an Anasazi Collection, housing more than 3 million artifacts.*

*Home to Cliff Dwellers – and, Cliff Dwellings; Circa, 600 to 1300 AD.*

**BOTTOMLINE: PROFIT OR LOSS**

*Profit or Loss – The 2013 Season has primarily concluded.*

*The 2014 Season; contemplated. . .*

*Review / Refine Goals – establish, and, reassess benchmarks. . .*

*The Bottom Line – Whether attending to the Management of Sites, or, that of people – both reap Revenues; by contrast, its absence, restricts / inhibits. . .*

*That said, new Cabins, may drive Revenues;*

*the absence of Hospitality, however, drives such Revenues away. . .*

*Simply said, RV Parks / Resorts – reflect growing standard-bearers of the Hospitality Industry.*

*Court an ever-increasing Market: apparent, as a Website presence; alternatively, memorable as a Visit.*

*Courting the Market – by embracing an evolving Marketplace.*

*Bottom Line – 'Change is constant. . .'*

*'Be vigilant, as to Change; disciplining oneself to being receptive to the direction of Industry Trends / Demographics.'*

*'Broadening one's myopic perspective, by embracing Change, may garner new-found Markets – and, in course, Travelers.'*

*Again, past observations – [Spring / Summer 2013]*

*Commentary:*

*STEVEN L. WEINBERG, BROKER  
THE BROKERAGE REAL ESTATE  
800.945.0255*