

The 2015 Season continues to challenge mainstream RV Parks; and, a tenacious Resort Industry – despite challenges to Financing, Refinancing, and, ultimate Cash Flows.

The 2015 Season has begun – and, another occasion to break from convention.

Changing Markets: offer opportunities to reevaluate; and, change course. . . as dynamic vs. static Markets may dictate from time to time.

RATELINE:

Interest Rates remain at historic lows; and, the Federal Reserve holding the line, Buying Power, remaining strong.

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

Down Payments of 35 to 40%, [or, more], should be budgeted: as Lenders remain cautious; therefore, Conservative Lending.

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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.

Observations –

[Spring / Summer 2015]

Anatomy of an RV Park; RV Resort; or, Lodge: Simply said, the pursuit of excellence shall separate the wheat from the chaff; Or, stated differently. . . excellence vs. ordinary;

and, the uncommon vs. the ordinary [all too-often, less than ordinary].

Far less competition may be the common thread – that has separated this excellence from an ordinary counter-part.

Whereas a rising tide raises all boats. . .

One might consider – If you're not the lead-dog, the view never, never, changes. . .

[Source: The Brokerage, Editorial]



All Roads Lead to Ouray – 12,801 foot Mt. Abrams, dramatically stalwart, along U.S. Highway 550, northerly of Ouray.

Shrouded by lingering spring snows, Mt. Abrams stands alone as sentinel – welcoming Traveler and Guest, to classic Ouray.

BOTTOMLINE: PROFIT OR LOSS

Profit or Loss – The 2014 Season has long-concluded.

The 2015 Season; A work in progress. . .

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 / RV Resorts / Lodges – reflect growing standard-bearers of the Hospitality Industry.

Court an ever-changing Market: Apparent, as the ebb and flow of Market Trends and Demands. Change is constant.

Court the Market – by embracing an ever-evolving Marketplace.

Bottom Line –

'Change is constant. . .'

Be vigilant, as to Change; disciplining oneself to the receptivity required, while assessing the direction of Industry Trends and/or Demographics.

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

Again, past observations – [Spring / Summer 2015]

Commentary:

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