

The 2013 Season harbored continuing challenges to mainstream RV Parks, and, the Resort Industry – the deeply-rooted Recession, and, uncertain Markets.

The 2014 Season and, with it – another conundrum of choice:

Owner / Operators [or, Park Managers] should embrace an opportunity to potentially distance themselves from the competition.

RATELINE:

Interest Rates continue to court Borrowers via historically, and, 'artificially' low levels.

Securing said Mortgage Money may afford the greater challenge.

Cash remains king: as Down Payments increase to 30, 40, 50%, or, greater; then, predictable expectations follow.

[Some Restrictions May Apply]

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TRENDLINE: RV INDUSTRY TODAY

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

Past observations – [Spring / Summer 2013]

A tech-friendly RV Industry has evolved; the venue of savvy Park and Resort – has emerged, leaving old, tired, and, complacent Ownerships, behind. . .

Whereas, a rising Tide raises all Boats, navigating uncertainties of Recessionary worries – separates Park Managers.

A lowering Tide may result in running aground; then, left behind [swifter boats] more adept at crossing the choppy waters. . .

Therefore, remain vigilant; embrace Trends; and, Markets. The pace of change has widened. . .

[Source: The Brokerage, Editorial]



San Juan Range of the Rockies frames the valley to the South – Ridgeway, Ouray, then, Durango; Southwesterly, Telluride, Delores River Valley – and, beyond.

This Scenic Byway: the 'San Juan Skyway' – centerpiece to the Region.

BOTTOMLINE: PROFIT OR LOSS

Profit or Loss – The 2013 Season has primarily concluded.

The 2014 Season; contemplated. . .

Reflect / Clarify Goals – Establish realistic benchmarks. . .

The Bottom Line – Attending to Park / Resort Site Management, offers an overlooked resource, i.e., perhaps less desirable RV Sites – say, Back-ins – may be better served as newly purposed Cabin Sites; potentially, generating

two to three times the prior Revenues.

And, the change should be well-received by a discerning Marketplace.

Diversity may break from routine – i.e., Site types.

The greater the 'Inventory' on the proverbial shelf – the greater a favorable response, by a waiting Market. . .

Again, past observations – [Spring / Summer 2013]

Garnering the Market – Reach-out to an ever-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.

Commentary:

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