

*The 2018 Season continues to challenge mainstream RV Parks; and, a tenacious Resort Industry – despite challenges to Financing, Refinancing, and, ultimate Cash Flows.*

*The 2018 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 have trended higher; and, the Federal Reserve tightening, Buying Power, though, remaining strong.*

*The Cost of Money, should not be confused with the demand for 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 2018]*

*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. status-quo;*

*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 prior Season has long-concluded.*

*The 2018 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, Park Models, may drive Revenues;*

*the absence of Hospitality, however, may drive 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.*

*'Change is constant. . .'*

*Bottom Line –*

*Be vigilant, as to Change; while assessing the direction of Industry Trends and/or Demographics.*

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

*Editor's Note:*

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