

The 2020 pre-Season has evolved to further challenge RV Parks; and, the RV Resort Industry – due to the introduction of the Coronavirus.

That said, opportunities remain to be embraced, and, implemented.

As recently stated [Volume 20, Issue 1] Mainstream Markets offer opportunities to be inventive; and, assess one's options; as circumstances present themselves from time to time. . .

RATELINE:

Interest Rates have continued to trend lower; while, the Federal Reserve, and, the World's Central Banks have attempted to navigate the recent Market uncertainties.

Interest Rates have trended still lower – 3.5% to 4.0%.

Tenured vs. newer Bank Customers, , and, higher Down Payments, enjoy the benefits of seasoned Banking Relationships. ,

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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 2020]

Anatomy of an RV Park; or, RV Resort: Discussion Point – Status quo; or, change. . .

Options – Evolving, by the moment.

Whereas, Travel and Tourism has had challenges, in light of the Coronavirus Pandemic; beneficiaries may prevail.

RV Parks, and, Resorts, may satisfy the longing to recreate; particularly during stressful times.

RV Parks and Resorts vs. Theme Parks – outdoors vs. crowds.

Call of the Bald Eagle vs. the din of the Casino.

[Source: The Brokerage, Editorial]



The San Miguel River – leads to historic Telluride [framed, at background]. The breathtaking drive, meandering along the San Juan Skyway; and State Highway 145.

An early Summer's Day – betrays another Alpine Colorado backdrop.

BOTTOMLINE: PROFIT OR LOSS

Profit or Loss – The 2019 Season has long-concluded.

The 2020 Season; while still on the horizon, has been rethinking all Recreation, and, Travel, due to the advent of the Coronavirus Pandemic.

Rethinking status quo – in challenging times, may reveal opportunities.

The Bottom Line – Whereas many competing Travel Venues have come to an abrupt halt: i.e., International, and, Domestic Air Travel;

virtually, all Cruise Lines; Las Vegas, etc., etc.

The RV Industry may be the sole beneficiary; as an Amazon, to a uniquely pent-up Market Demand.

The demand to recreate remains extremely high; though, the acute need to preserve safe space, i.e., Social Distancing, points toward RV Parks, Resorts, Park Models / Tiny Homes.

The security, and, autonomy, of traveling – via Auto, and/or, RV,

may appeal to an increasing demographic.

Sheltering-in-place – so-to-speak – may reveal Travel-based venues, and, opportunities, previously unrecognized.

Consider the advantages, as well – whether, via lowering Fuel Costs, and/or, successfully accommodating the Guest's ever-evolving Travel requirements.

[Editor's Note]

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