



RV PARK MONTHLY

July 2012



The RV Park Home Study Course includes a manual, due diligence manual and 24 hours' worth of material that will teach you how to BUY, SELL, OPERATE, AND TURNAROUND any RV Park.

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summer time is here

Memo from Frank & Dave

Summer is here. Temperatures are over 90 degrees in most of America. Don't let your RV Park look like it's in a drought! When it's hot, it's important to at least "look" cool. Make sure that all landscaping at your entry is green and healthy. Any plants that have already succumbed to the heat need to be removed. Similarly, keep irrigating those playing fields so that they are not just a brown expanse of dirt. If you have a pool, keep it immaculately clean and inviting. Touch up the paint around the pool area – it's going to get a lot of use. Make sure that any furniture by the pool is clean and slightly. If you have a fishing lake, make sure the dock is in good condition and the path to the dock pretty and well-cut. Don't forget that summer is the #1 season for RV park occupancy – there's more RVs on the road in the summer than any other time of the year – so this is the time to go that extra mile to make sure that your RV park is a winner. If you've considered replacing that entry sign or other signage, or install white vinyl fencing to replace the old, rotted wooden ones, then this is the time to make those improvements. Summer is the Christmas season for RV park owners, so don't be your own worst enemy. Put in extra effort and you'll be rewarded with extra money!



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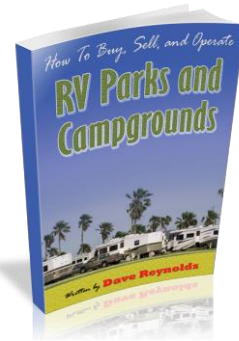
THE POWER OF FANS IN SUMMER TIME HAPPINESS

In the heat of the summer, airflow can make all the difference between being O.K. and being uncomfortable. If you have any common area that is hot and has no air flow, you need to install a commercial-quality fan. Those big fans can do wonders on any roofed or gathering area. They are relatively inexpensive to operate, and will really pay off in your customer's happiness and desire to return. You can buy them for around \$200 to \$500, and the dividends are priceless. Don't let your customers sweat in the heat. Give them some cheap airflow and they'll be very grateful.



RV PARK STORY: OUR KIND OF MANAGER

I was out at our RV park in Kansas City about a year ago, and while I was there talking to the manager, there was a catastrophe – an RV that was coming in had the engine catch on fire. 911 was called and the fire department immediately put out the small fire. A little while later, while I was walking around, the manager took his car and helped push the RV into the lot that he was pulling into. I asked him what his plan was and he said “this guy was coming in for a few weeks, so I wanted to go ahead and get him in the spot and paying rent while he gets his engine fixed”. That's our kind of manager – always thinking about the bottom line. As a result, the customer stayed an extra couple weeks because of the special treatment the manager gave him in helping him get his engine repaired (the manager helped advise the customer on what to do, and even drove him to buy the parts), all the while we were billing rent. That's why a good manager is a vital asset to any RV park.



[How to Buy, Sell, and Operate RV Parks and Campgrounds](#)

Written by Dave Reynolds,
RVParkStore.com
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He Was Wearing White Socks!

An attitude that could be keeping your park from reaching the status of "FULL!"

By Gary Fisher, CPO



What could this guy be thinking? Does he not know that white socks are out of style? Here are four of the most stupid and politically correct reasons I could find why (from Ask Men), except for athletic activities, men should not wear white socks. They could be all true to someone, but they seem so-o-o judgmental.

1. White socks don't match anything

Unless you're the owner of a sugarcane plantation in turn-of-the-century Antigua, you probably don't regularly wear white pants. And if you don't regularly wear white pants, your white socks don't match most of your outfits.

2. White socks get dirty

Stains become embarrassingly pronounced on a white background.

3. White socks are sportswear

Whether or not white socks were initially conceived as sportswear, they are now certainly popularly perceived as such. White socks look ridiculous with: everything else.

4. White socks are too easy

Start from the bottom up. Instead of taking the easy route of cladding your feet in the same color day in and out, put some thought into it. Start by matching your socks with your pants, then move on to bolder pairings by coordinating them with accessories like ties and pocket squares.

Okay, what does this have to do with trying to "Fill the Park"?

It's just one example of a judgmental attitude an RV park staff could have towards incoming guests, an attitude that could be keeping the park from reaching the status of "FULL!"

Do you fawn over the guy with the 40-footer and take less time with the family in the Class C rig?



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Remember, most parks don't charge RVs by the foot!

As a kid, I loved it when my grandpa would let me go with him into town from the farm. He was going to deliver eggs to his customers. In one store, an elderly man in a blood-stained apron came out to get his eggs. To a young kid like me, this man was an awful sight. I felt sorry for him because he looked so poor with his old shoes and a tear in his pants. He had been cutting meat, which explained the blood. I didn't think that he should have to pay for his eggs because he was so poor and we had plenty of eggs. But, Grandpa took his money and we left. Later, I expressed my belief that we should have given the poor guy the eggs. Grandpa, in his stern voice, scolded me for being so judgmental. He went on to say that "poor old man" owned half the buildings in town and was probably the richest guy in our part of the state!

Don't prejudge your guests; treat them ALL as well as you can.

When I got my first RV, it was a used 32-foot Class A with two slides. I thought it was super! When staying at our first park, it looked wonderful until the day a brand new 45-foot Class A RV pulled into the space next to us. All of a sudden, my rig didn't look so great. That new neighbor's rig was painted a rich maroon color that sparkled in the rays of the sun. The owner wasn't very friendly and his rig was pulling an enclosed trailer with a Mercedes Benz inside. That RV seemed to have everything, 30 slides and a big dish for TV, and everything was automatic!

As I viewed the splendor of that RV, I started to notice little things about my RV that I hadn't seen before, things that showed how old it had gotten in just the last few hours. My pride was melting away and I started to think that I might be looked at like a guy wearing white socks. After several nights, the big rig went on down the road, but the mental damage had been done.

Surprisingly, that same afternoon another rig pulled into the space on our other side. It had to be the smallest RV that I had ever seen. It was being towed by a Chevy pick-up. The guy jumped out, was full of energy and didn't hesitate to say hello. He was enjoying his adventure! Then it happened. He looked at my RV and said, in the most sincere and admiring way, "Boy, I wish I had an RV like yours!" As we continued to travel, I kept thinking over and over again how all those emotions about my RV were created by my own thinking and by how I thought others perceived me.

Strive to treat everyone as special no matter what they are driving or what they are wearing! Don't look to see "if they are wearing white socks."

Things you do not know when someone checks into your park:

- if they will like your park
- what makes them happy
- why they are staying at your park
- if they will ever come back

The one thing you do know about your new arrivals:

They will tell others about you!

Once they have arrived at your park the show begins! It's now your show; perform well! The guy with white socks may tell others and bring friends to your park worth thousands of dollars to you over many years, or it might be the guest in the 45-footer who does so. You don't know, so treat them all well and don't worry about "what they are wearing."

Gary L. Fisher, CPO, is the author of the book Sorry, We're Full!
How to fill an RV park and keep it full, year after year!
Gary can be reached at his web site: "[Fill The Park .com](http://FillThePark.com)"



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RV Parks for Sale

- Trapper Creek, AK
- 28 Lots
- \$1,500,000



For more information, contact
Stewart Smith of Keller Williams -
Commercial Realty at
907-865-6505

- Gunnison, CO
- 103 Lots
- \$1,500,000



For more information, contact
Steven L Weinberg of The
Brokerage Real Estate at
800-945-0255

- Winchester Bay, OR
- 81 Lots
- \$6,950,000



For more information, contact
Lea Hoover of Discovery
Point Resort at
541-361-1220

- Branson, MO
- 29 Lots
- Cap Rate is 12.9%
- \$1,135,000



For more information,
contact Linda Smith at
417-335-8185

- Mount Ida, AR
- \$225,000



For more information, contact
Marilyn Farley at
870-867-0168

- Kentucky Lake, TN
- 38 Lots
- \$549,000



For more information, contact
Carl Broset of Eagle Creek RV
Resort at 731-642-6895