

Guide & Checklist for Current RV Park Owners

A. The Ultimate Annual RV Park Maintenance & Capital Improvement Checklist (The Operations Guide)

This focuses on maximizing long-term park value and guest safety.

Category	High-Priority Checklist Items	Guide Section Focus Areas
Utilities & Infrastructure	<ul style="list-style-type: none"> Annual septic/sewer system inspection and pumping schedule. Water pressure/quality testing and backflow prevention certification. Electrical pedestal inspection (50/30/20 amp) and breaker testing. Wi-Fi/Internet system audit (capacity, signal strength, equipment upgrades). 	<p>Preventative Maintenance Scheduling: Seasonal utility checks, cost analysis of utility upgrades (LED lighting, low-flow fixtures).</p> <p>Drip vs. CapEx: Distinguishing between routine maintenance costs and major capital expenditures (CapEx).</p>
Site & Grounds	<ul style="list-style-type: none"> Inspect and repair all paved/gravel roads and site pads (leveling/grading). Trim trees for slide-out/antenna clearance (critical safety). Inspect and replace worn picnic tables and fire rings. Check and repair drainage systems to prevent site flooding. 	<p>Curb Appeal & Safety: Best practices for landscaping, road material selection, and fire safety protocols.</p> <p>Optimizing Site Layout: Angled back-ins vs. pull-throughs, utility placement for easier hookups.</p>
Buildings & Amenities	<ul style="list-style-type: none"> Pool/Spa inspection, maintenance, and compliance with health codes. Laundry room equipment check and replacement schedule. Restroom/Shower house deep clean, tile, and fixture repair. Clubhouse/Office roof, HVAC, and exterior paint inspection. 	<p>Compliance Focus: Detailed list of state/local permits needed for pools, food service, and propane sales.</p> <p>Amenity ROI: How to determine which amenity upgrades yield the highest return (e.g., dog parks, upgraded Wi-Fi).</p>

B. RV Park Financial & Operational Performance Audit (The Profitability Guide)

This focuses on increasing revenue and understanding key performance indicators (KPIs).

Category	High-Priority Checklist Items	Guide Section Focus Areas
Pricing & Revenue	<ul style="list-style-type: none"> Conduct an annual competitor analysis (rates, amenities). KPI: Calculate Revenue Per Available Site Night (RevPAS). Review and adjust cancellation/refund policies. Implement dynamic pricing strategies (peak/off-peak). 	<p>Yield Management: Strategies for maximizing revenue during high-demand periods.</p> <p>Ancillary Revenue: Ideas for non-site revenue (propane, store, rentals, seasonal events).</p>
Expense Management	<ul style="list-style-type: none"> Audit utility consumption for anomalies (water leaks, high electric use). Review and re-bid all vendor contracts (trash, landscaping, insurance). KPI: Calculate Operating Expense Ratio (OER). Audit payroll and staffing levels for efficiency. 	<p>Budgeting and Forecasting: Creating a detailed annual budget and capital expenditure plan.</p> <p>Tax Advantages: Understanding depreciation and other deductions for RV park real estate.</p>
Technology & Marketing	<ul style="list-style-type: none"> Audit Online Reputation (Google, Yelp, Facebook, RV directories). Review website for mobile-friendliness and online booking flow. KPI: Calculate Occupancy Rate(Daily, Monthly, Annual). Test and train staff on Property Management Software (PMS). 	<p>SEO and Online Presence: Must-have keywords for local RV park searches.</p> <p>Guest Experience Automation: Using PMS for automated check-ins, key-codes, and satisfaction surveys.</p>