

The 5-Step RV Park Value Checklist

This checklist moves from the core financial calculation to the qualitative factors that adjust the final price.

Step 1: Calculate Stabilized Net Operating Income (NOI)

The Foundation of Value. NOI represents the property's annual income after deducting all necessary operating expenses.

Key Financial Tasks	Goal/Adjustment
Verify Gross Revenue (3 Years)	<ul style="list-style-type: none"> Review P&L statements and Tax Returns to verify all revenue sources. Normalize for Seasonality.
Determine Operating Expenses	<ul style="list-style-type: none"> Review 3 years of expenses. Crucially, Add Back Owner Perks to create the true Adjusted NOI.
Final Calculation	<ul style="list-style-type: none"> Calculate the annual Adjusted NOI.

Step 2: Apply the Market Capitalization Rate (Cap Rate)

The Value Formula. The Cap Rate is used to convert income into an asset's market value.

$$\text{Property Value} = \text{Market Cap Rate} \times \text{Adjusted NOI}$$

Key Financial Tasks	Goal/Adjustment
Determine Local Cap Rate	<ul style="list-style-type: none"> Research recent sales of comparable RV parks in the immediate region.
Adjust for Quality/Risk	<ul style="list-style-type: none"> Use a Lower Cap Rate = Higher Value for premium parks. Use a Higher Cap Rate = Lower Value for parks with high risk or deferred maintenance.

Step 3: Analyze Comparable Sales (Comps)

The Market Reality Check. Benchmarks against what other similar parks have recently sold for.

Comparable Sales Checklist	Data Point to Compare
Site Count & Mix	<ul style="list-style-type: none"> Compare total sites, especially the mix of FHU vs. partial/tent sites. Use Price Per Padas a key metric.
Location & Proximity	<ul style="list-style-type: none"> Compare distance to major tourist attractions and economic health.
Amenities	<ul style="list-style-type: none"> Compare the quality and presence of high-value amenities.
Operational History	<ul style="list-style-type: none"> Compare the Occupancy Rate and Average Daily Rate (ADR) to peers.

Step 4: Quantify Deferred Maintenance & CapEx

The Deduction. The estimated cost of immediate or near-term necessary repairs and upgrades.

Infrastructure Audit Checklist	Cost & Value Impact
Roads & Drainage	<ul style="list-style-type: none"> Condition of road surface and drainage systems.
Utilities	<ul style="list-style-type: none"> Condition of electrical pedestals and water/sewer lines. High Deferred Maintenance can result in large price deductions.
Physical Assets	<ul style="list-style-type: none"> Compare the quality and presence of high-value amenities.
Operational History	<ul style="list-style-type: none"> Condition of the bathhouse, laundry room, office, and mechanical systems.

Step 5: Assess Expansion and Value-Add Potential

The Upside Multiplier. Opportunities for significant income growth that lead to a premium price.

Growth Potential Checklist	Value-Add Strategy
Underutilized Land	<ul style="list-style-type: none"> Undeveloped land that is already zoned or easily re-zoned for additional sites.
Rate Optimization	<ul style="list-style-type: none"> Are current rates significantly below market comps?
New Revenue Streams	<ul style="list-style-type: none"> Space to add high-demand amenities (cabins, storage, EV charging).
Operational Improvement	<ul style="list-style-type: none"> Implementing modern management (online booking, better tech) to boost income.