

Campground Buyer Profile Worksheet

Print this and fill it in honestly. There are no right answers — only the answers that help you buy the right campground.

Step 1 — Rate yourself 1 to 5

Budget

1 = tight cash · 5 = strong, \$1M+ to put down

1 2 3 4 5

Risk tolerance

1 = cautious · 5 = bold

1 2 3 4 5

Hands-on involvement

1 = hands-off · 5 = on-site every day

1 2 3 4 5

Customer-service comfort

1 = it drains me · 5 = it energizes me

1 2 3 4 5

Utilities & systems

1 = none · 5 = very experienced

1 2 3 4 5

Comfort with seasonal markets

1 = want year-round · 5 = love a season

1 2 3 4 5

Appetite for expansion

1 = buy it finished · 5 = eager to build

1 2 3 4 5

Willingness to manage staff

1 = solo · 5 = happy to lead a team

1 2 3 4 5

Revenue preference

1 = need year-round · 5 = seasonal is fine

1 2 3 4 5

Maintenance & problem-solving

1 = I call someone · 5 = I fix it myself

1 2 3 4 5

Family involvement

1 = on my own · 5 = family will help run it

1 2 3 4 5

Long-term ownership goals

1 = manageable for retirement · 5 = build multiple parks

1 2 3 4 5

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Step 2 — Your Readiness Score (out of 60)

Add up your twelve scores. This is a conversation starter, not a pass/fail grade.

- 0 – 24** Keep learning — build your foundation before you buy.
- 25 – 42** You are building a solid foundation.
- 43 – 54** You are ready for many campground opportunities.
- 55 – 60** You are well prepared — now it is all about the right fit.

Step 3 — Plot Your Profile



Mark your score (1–5) on each axis and connect the dots. The shape — not any single number — shows who you are. A spread toward SERVICE, HANDS-ON and REPAIRS points to an owner-operator; a spread toward BUDGET, STAFF and GROWTH points to a builder.

Bring It to Every Tour^{STAFF}

Does this park fit me?

☐ Yes

☐ No

☐ Maybe

Why? (write it down at every park you walk)