Campground Acquisition Business Plan

A working template -- fill in each section. Keep it honest and specific; this is what earns a seller and a lender confidence.

1. Executive Summary

In 2-3 sentences: which park, why you, and what you intend to build.

2. The Property

Park name: _________ Location: _________ Number of sites: _________ Type (RV / tent / cabins / mixed): _________ Current owner: _________ Years in operation: _________

3. Purchase & Financing

Asking price: _________ Your offer: _________ Down payment: _________ Financing (conventional / SBA / seller): _________ Total cash needed (35-45% of price): _________

4. Current Operations

Annual revenue: _________ Net Operating Income (NOI): _________ Occupancy: _________ Season length: _________ Revenue mix (short-term vs seasonal): _________

5. Your Background & Team

Your relevant experience: _________ Who operates day-to-day: _________ Advisors / consultant: _________ Secondary income: _________

6. Improvement & Growth Plan

Quick, low-capital revenue wins: _________ Capital improvements planned: _________ Season-extension ideas: _________

7. Financial Projections (Years 1-3)

Year 1 revenue / NOI: _________ Year 2: _________ Year 3: _________ Key assumptions: _________

8. Reserves & Risk

Working capital on hand: _________ Cash reserves: _________ Off-season plan: _________ Top risks & how you will handle them: _________

9. Long-Term Vision

Hold period: _________ Refinance plan: _________ Long-term goal for the park: _________