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"Is the tank half-full, or, half-empty. . ."

"Therefore: Focus upon the attributes, and, demographics, of the market base. . ."

RATELINE:

Economic Recovery is progressing; and, Interest Rates remain at historically low levels. . .

Post-election timing, should gradually result in upward pressure as to Rates, and, Conventional Mortgage Money; typically – 6.5% to 7.0% per annum.

[Some Restrictions May Apply]

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TRENDLINE: RV INDUSTRY TODAY

I am pleased to present the Spring / Summer Issue of The Brokerage Newsletter – highlighting RV & Resort Trends – noteworthy to You: The Park Owner, or, Prospective Owner.

BREAKING NEWS:
Reservations for this summer are up seventy-three percent, compared to the prior year; and, on-line reservations increased fifty percent during the same period.

These increases correspond to equally impressive record levels regarding RV ownership – with aging Baby Boomers driving the notable gains.

Nearly one in twelve U.S. households own an RV – seven million strong, and, equating to nearly eight percent of households – according to a recent University of Michigan demographic study."

[Source: RVIA News Release, 2004]



Colorado Nat'l Monument is featured as "Gateway" to Western Colorado. . .

Devil's Kitchen [pictured], captures the Monument's allure – at early morning – along the dramatic, and, memorable twenty-three mile Rim-Drive.

BOTTOMLINE: PROFIT OR LOSS

Profit or Loss – Question: Is the tank half-full, or, half-empty. . .

Gasoline prices across the nation have been rising, once again – and, have reached new levels that may continue through the summer, based upon a forecast by the U.S. Department of Energy.

That said, how should the prospect of recreational travel effect consumers?

Commercial forms of travel, i.e., air, rail, bus, are subject to rising fuel costs – reflected in fares.

Travel by RV, and, automobile may remain – the economical travel alternative, providing safe, and, convenient family transportation. . .

Destination vacations may result in longer stays, as an offset to rising fuel costs; or, by planning shorter, more frequent trips – less production, closer to home.

Therefore: Focus upon the attributes, and, demographics, of the market base. . .

If your Resort, or, Park –

is located near a large population base. . . promote weekend, or, weekday getaways. . .

Or, in the alternative, location is more remote – promote "the road less traveled", appealing to the more adventuresome. . .

Offer itineraries, which encourage longer stays – i.e., two, three, five-day agenda options. . .

Commentary:

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