

Joybird RV Resorts



Escape The Ordinary

Executive Summary

An exciting revolution is taking place across the country. More and more people are embracing the freedom and flexibility of RV life, filling existing RV resorts in the southern states to the brim. This trend shows no signs of slowing down. The appeal of the open road and a less tethered lifestyle, whether as a permanent living option or for extended travel, continues to gain traction. In fact, many RV resorts in Texas are already operating at 80% or greater capacity.

We are poised to seize this opportunity. Our property is a prime location directly off I-20, elevated and providing a full view of the frontage for outstanding advertising visibility. The daily traffic past this location is staggering at over 47,000 vehicles a day.

Located directly off I20 in Wills Point, TX, our upscale RV resort will become a beacon for travelers seeking an exceptional stay. We're targeting the entire RV travel industry, placing a heavy focus on the 18-35 age group. This generation is increasingly opting for RV ownership and living, and we plan to cater to their unique needs and preferences.

What sets us apart? We're not just another RV resort. We're creating a vibrant community. Our focus on amenities like a pool, hot tub, dog park, multiple playgrounds, upscale restrooms and showers, 2 pickleball courts, an attractive front entrance, and larger lots sets us apart. Moreover, our executive team brings decades of construction and RV resort development and management experience to the table, ensuring a high-quality and well-maintained facility.

Our vision is grand. Our strategy is sound. And the open road is calling. Join us as we create a new chapter in the story of RV travel.

Mission: To build an RV resort that outshines any other, boasting superior amenities and appeal in the rapidly growing RV and travel market.

Vision: To build out another 7 RV resorts over the next decade to capture the growth of the DFW market and the cultural increase in mobile living.

The Team



Jesse Weimer – Jesse has been in the construction industry for 24 years and has managed a wide variety of both residential and commercial construction projects to include military contracts with the Coast Guard, Marine Corps, and Navy, hotels, apartments, churches, tenant finish outs, and insurance repair work. Currently his focus is on land acquisition, wholesaling, and development.



Joy Ballev – Hailing from a family of RV resort and mobile home resort owners, Joy brings two generations of development and resort management experience to our company. She's the inspiration for the name and responsible for the concept and design of our brand.



Alan Grimsley – Alan has over 12 years of real estate experience and 10 years ownership experience in the restaurant/hospitality industry. After 9 years of success in residential RE, Alan pivoted into the land business and re-invented himself as Rooster Vance, Land Flipping Coach and Mentor. With over half a million followers across all his social media he spends his days as CEO of RVL mentoring and leading his team wholesaling Texas land to some of the most notable land investors in the State.



Dustin Boese – Dustin possesses an extensive grasp of the local real estate ecosystem, enabling well-informed choices across Acquisitions, Asset Management, and Disposition. His trajectory evolved from flipping over 30 homes annually to navigating the Multi-Tenant Asset domain. His expertise encompasses underwriting, capital mobilization, and the successful acquisition of a 16-unit multi-family property in Mississippi, alongside managing multiple assets in Texas.



Joel Weimer – Joel has 16 years of construction experience starting with Lumber Liquidators store and install management and a wide variety of both residential and commercial construction projects including many residential kitchen, bath and whole home remodels, additions, and commercial tenant finish outs.

Market Analysis

Market focus: We will target the entire RV travel industry with a heavy focus on 18-35 year old as the percentage of this generation purchasing and living in RV's is increasing. Additionally, the amenities and lot sizes coupled with a focus on nature and wildlife attraction will target the older and established market.

Location: 23840 I-20 Wills Point, TX 75169, Van Zandt County

At under an hour from the DFW metroplex, Van Zandt and surrounding counties are experiencing the overflow of growth from the big city. The DFW housing market has been very tight in recent years, with extremely high demand and low inventory. The housing market is driving decisions at the RV level as well. Key factors include:

- Rapid population growth in DFW, with over 1.5 million new residents since 2010. This rapid influx of new residents is far outpacing housing construction.
- Skyrocketing home prices (up around 30% in 2021) and rents (up 12% in 2021), pricing many people out of the market.
- Record low inventory of homes listed for sale. There was just a 1.5 month supply as of December 2021, compared to a more normal 6 months. Bidding wars and homes selling in days are common.
- Strong jobs growth in diverse industries is bringing in new residents faster than infrastructure can accommodate.

While it's unclear precisely how long conditions may remain this challenging, most experts anticipate the DFW housing crisis could take 4-5 years for supply to catch up to population growth, even if building picks up dramatically.

Location and Site Details

The site is at 23840 I20 Wills Point TX just outside of Terrell and 5 minutes from Canton Trade Days. The property is elevated and visible from both lanes of I20 traffic seeing over 47,000 vehicles on average per day. This visibility decreases the need for additional freeway marketing as any signage is fully visible from the freeway.

Canton Trade Days - Canton's First Monday Trade Days is a huge flea market event that happens every month, drawing thousands of vendors and even more shoppers. It's billed as the world's biggest flea market. With such massive crowds descending on Canton regularly, this likely fuels a good amount of tourism and business growth for the town. All those visitors need places to stay, eat, shop, etc.

As for RV parks specifically, the First Monday event has a noticeable positive impact. Many shoppers and vendors travel in and stay in RVs rather than hotels, and Wills Point is approving more RV parks to

handle the monthly influx of visitors. With crowds estimated as high as 100,000 on peak days, there's a strong demand for local RV parks during the First Monday weekends. This consistent, recurring surge in RV traffic and camping demand would seem to incentivize investment in building and expanding RV parks around Canton. The Ronnie Smith Motor Sports Park caters directly to this market by promoting itself as the "Best Place to Stay For First Monday." One of our goals is to be the best new place to stay for RV'ers.

Competition

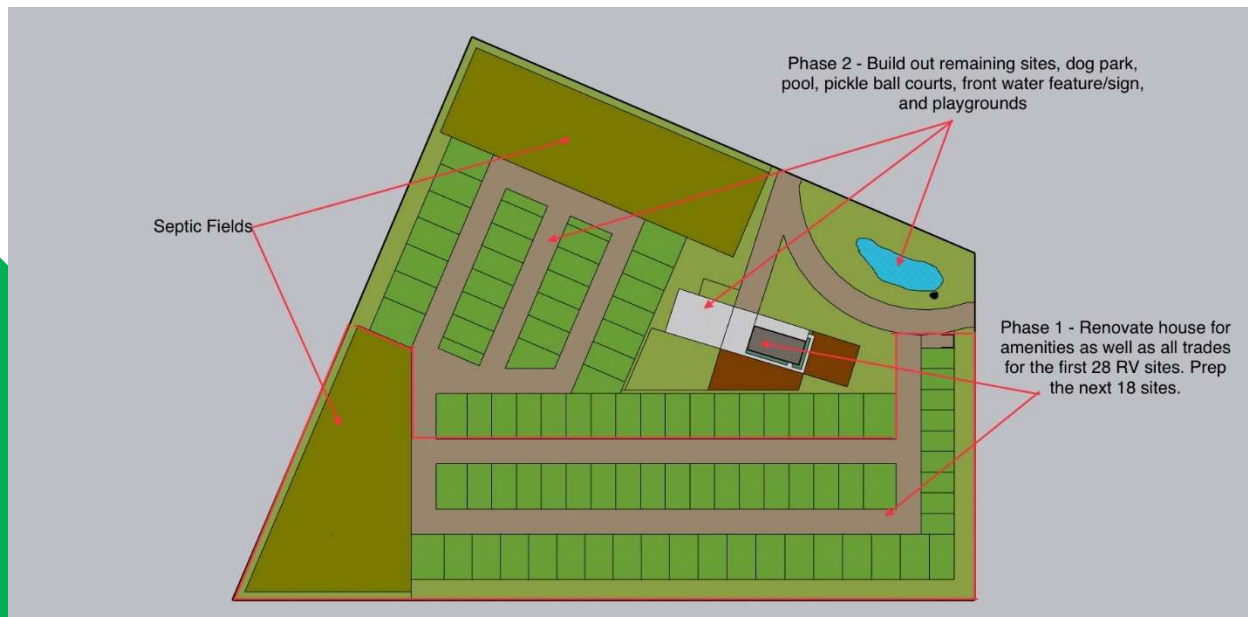
Name	Nightly	Weekly	Monthly	Extended	CTD Nightly	Electric Included
Pheasant Rose RV Park	50	225	500			no
Canton I20 RV Park	59	289	489	659	69	yes
Bluebird RV Park	40	240	350			no
Rockin Sunset RV	45	275	510			no
Rolling Oaks RV Park	46	230-250	415-515		56	no
Sumner RV Park	45	275	575			
Crooked Creek RV Resort	N/A	N/A	400-450			No
TX Log Cabin RV Park	55	225	450			No
Hickabilly Heaven RV Park	45	200	400			No
Canton RV Resort						No response
Millcreek Ranch RV Resort	55	225-275	700		65	yes
Rusted Rail RV Park	45	225	550			No
Lakeway RV Resort						No response
Lot's of Faith RV Camp						No response
RV/Trailer Park						No response
The RV Park						No response
Terrell RV Park	40-45	250	600			Yes
Southern Belle Ranch & RV Park	N/A	N/A	550			Yes up to 50\$
Lonestar RV Ranch	35	135	450			Yes
Willow Branch RV Park	30	2 wk 280	350			No
Wagon Train RV Park	40	250	400-425		50	No
Deer Cove RV Resort						No response
The Oaks of Alba RV Community	N/A	N/A	395-425			No
Circle C RV Park						No response

KOA (Canton RV Park)	45		600-850		Yes
Canton Creek RV Park	50	270	375		no
Bluebonnet Ridge RV Park	50	300	570		no
North East Texas Luxury RV	N/A	N/A	600		No
Texas Trails RV Park	40	170	450		Yes

Development Plan

From plan approval to phase 1 open we're looking at a 3 month build out with phase 2 taking an additional 3 months.

Current design is for 86 spaces and final site count will be determined by septic and final layout. Amenities include multiple playgrounds, a dog park, lounge, vending machines, fitness center, pickleball court, pool, and hot tub.



Revenue Model

On initial opening of phase 1 sites will be priced at competitive pricing until phase 1 is 80% full at which point all pricing will increase 20-30% depending on amenities completed.

This is based on a long-term stay cost of \$500 per month, a monthly stay cost of \$850, a weekly cost of \$250, and a nightly cost of \$50. The pricing is consistent with the immediate competition although with better amenities and larger lots.

Our marketing strategy is comprehensive. A large property sign, visible from the freeway, will capture attention. We'll leverage Facebook travel and business groups, as well as word of mouth, to grow our community. The website will provide booking functionality and showcase why we're the best RV resort east of Dallas. Ultimately what will set us apart from the RV parks in the area will be larger lot sizes, ease of booking, and upscale amenities.

Financial Projections

PROJECTIONS			
	Nightly	Monthly	Long term
Spaces	36	20	30
Rent	\$ 1,500.00	\$ 850.00	\$ 500.00
Total Monthly Income	\$ 54,000.00	\$ 17,000.00	\$15,000.00
Occupancy	35%	70%	70%
Expenses	25%	25%	25%
Annualized	\$170,100.00	\$107,100.00	\$94,500.00
NOI	\$371,700.00		

CASH FLOW W/ EXIT FINANCING	
Total Investor payback	\$1,117,104.00
25% ROI to Investors	\$ 279,276.00
Existing loan on land	\$ 700,000.00
Minimum Exit loan	\$2,096,380.00
P&I at 5%	\$ 136,264.70
DSCR	1.25
NOI needed	\$ 170,330.88
Cashflow	\$ 201,369.13

BREAK EVEN FIGURES			
	Nightly	Monthly	Long term
Spaces	36	20	30
Rent	\$ 1,500.00	\$ 850.00	\$ 500.00
Total Monthly Income	\$ 54,000.00	\$ 17,000.00	\$15,000.00
Occupancy	15%	35%	33%
Expenses	25%	25%	25%
Annualized	\$ 72,900.00	\$ 53,550.00	\$44,550.00
NOI	\$171,000.00		

The current estimated occupancy rates are considered conservative based on 2 neighboring parks which are consistently at 90-100% occupancy. Additionally, there's further income potential not realized in the above figures in the form of on-site amenities, fees, specialty rates for events, etc.

Based on current numbers and future projections, the main risk for investors in length of time for cash out. While we project to implement our exit within 6 months of opening (12 months from investment), time to fill slots and interest rates will be the main factor, possibly causing up to 24 months until ROI is realized.

The property has been acquired through seller financing. 50k was invested into the 750k property with the remaining 700k financed at 6% over 20 years with no balloon or early payoff penalties.

Funding Requirements

Total investment capital needed to handle construction on all phases and land is \$1.8 million. These funds will be used to remodel the existing structure into, develop the property for all 86 pad sites and amenities, and advertise the property.

RV Resort Development Cost	
Admin/legal/marketing	\$48,000
Land Cost	\$750,000
Civil	\$342,084
Mechanical	\$274,952
Landscape/trees	\$32,108
Amenities/house renovation	\$351,058
Total	\$1,798,202

Regulatory and Compliance Considerations

The property is located in Van Zandt County and not subject to city codes. Septic is the only required inspection and is done by the fire marshal. Preliminary submittals include the registered sanitarian for septic layout and specs, the county engineer to review plans and approve or make changes, and an electric and water feasibility study.

