STEADFAST HAVEN

Buy a good property.
Run it well.
Build from there.

Seeking $150,000 toward the acquisition of an established RV park, campground, or hybrid community in the Southeast.

TARGET RAISE	PLANNED FINANCING	CURRENT STAGE
$150,000	Investor equity plus SBA 7(a) financing	Property search and lender preparation

Our approach

Start with one established business and prove the model through day-to-day execution.

Buy an established business

We are looking for a property with existing customers, verifiable revenue, and usable infrastructure. This avoids the cost and uncertainty of building from the ground up.

Improve daily operations

Depending on the property, that may include better booking or leasing, pricing, customer communication, maintenance planning, expense tracking, and digital marketing.

Be selective about the deal

Before buying, we will verify the financials, inspect the property, test the loan assumptions, and make sure adequate cash remains for repairs and reserves.

The goal is to operate one property successfully before pursuing another acquisition.

Why this market

RV parks and campgrounds represent a fragmented, independently operated sector with strong and varied demand — and meaningful room for operational improvement.

Market Structure

- Many smaller properties have **sound fundamentals** but have not adopted modern operating practices
- RV parks, campgrounds, and hybrid communities remain **independently owned and operated**
- Some have limited online visibility, manual systems, deferred maintenance, or **inconsistent financial reporting**

Demand Sources

- **Outdoor recreation** and drive-to travel
- **Workforce lodging** and seasonal guests
- **Retirees** and long-term residents

Evaluation Criteria

- Each opportunity evaluated on its **own history**
- Local competition and **rate or rent levels**
- Specific **demand drivers** for that property

Revenue & Improvement Opportunities

How the property earns revenue

- Nightly, weekly, monthly, or seasonal stays
- Lot rent and cabin rentals
- Property-supported services: laundry, storage, propane, or retail

Where improvement may come from

- Higher occupancy and better rate management
- Improved retention and stronger reviews
- Lower avoidable expenses
- Carefully selected property improvements

What we will not assume

- No aggressive growth projections
- No dependence on immediate refinancing
- No reliance on market appreciation to make the numbers work

What we are looking for

A sound operating property with clear, manageable opportunities for improvement.

Purchase range

$900,000–$1.3 million

Property type

RV park, campground, or hybrid community

Location

Louisiana, Kentucky, Tennessee, Alabama, and nearby markets

Operating history

Verifiable revenue, expenses, occupancy, and customer demand

Property condition

Manageable repair needs—not a major redevelopment project

Financing fit

An operating business that qualifies for lender review

We would rather pass on a questionable deal than force an acquisition to meet a timeline.

How we will evaluate a property

The purchase has to work on the property's current performance, not just on what we hope to improve.

1. Confirm the income

Review tax returns, profit-and-loss statements, bank or merchant records, occupancy, rates, and rent rolls.

2. Inspect the property

Evaluate utilities, roads, pads, structures, drainage, deferred maintenance, and near-term repairs.

3. Check the legal path

Confirm title, zoning, licenses, environmental issues, insurance availability, and key contracts.

4. Test the loan

Model debt payments using actual lender terms, conservative revenue, expected repairs, and appropriate reserves.

5. Plan the operation

Confirm staffing, vendors, customer mix, local management, technology, and the transition from the seller.

6. Prepare for a slower year

Make sure the property can continue operating if occupancy softens or expenses are higher than expected.

Key measures: occupancy • rate or lot rent • revenue per site • operating income • reserves • debt coverage

How the $150,000 raise fits the acquisition

An illustrative financing plan; final amounts will depend on the selected property and lender approval.

ILLUSTRATIVE ACQUISITION

$1.25 million

Approx. 90% SBA financing*

10%

*Subject to borrower and property eligibility, lender underwriting, appraisal, cash flow, guarantees, and current SBA requirements.

Planned use of investor capital

Approximately $125,000 for the 10% equity contribution on an illustrative $1.25 million acquisition.

Approximately $25,000 for due diligence, transaction expenses, lender requirements, or an initial operating reserve.

If the selected property requires more cash, we will reduce the purchase size, renegotiate the deal, or revise the financing plan before closing.

This is a planning example, not a loan commitment or financial forecast.

How investors would participate

The final investment terms will be tied to a specific property.

Review the actual opportunity

Before funding, investors would receive information about the property, historical results, financing, inspection findings, risks, planned improvements, and proposed terms.

Document the economics

Ownership, preferred return, cash distributions, management compensation, voting rights, reporting, and sale or refinance terms will be set out in the final agreements.

Keep incentives clear

The documents will explain sponsor responsibilities, reserves, guarantees, major decisions, related-party transactions, and what happens if additional capital is needed.

Investments in a leveraged operating business are illiquid and involve the risk of losing principal. No return is guaranteed.

Who will run the business

The team combines project execution with customer -service and retention experience.

Kate Múspell, AICP | Founder

Kate has more than 14 years of strategic planning experience and more than 10 years of relationship management experience. Her work has included budgets, contracts, schedules, land-use planning, stakeholder coordination, business development, and multidisciplinary project leadership.

Kate will lead property screening, due diligence, lender and investor coordination, budgeting, vendors, and operating oversight.

Business Partner | Customer Success

Kate's partner has extensive customer-success experience in the technology industry. That background is directly relevant to guest and resident communication, service standards, retention, online reviews, and the systems used to track customer needs.

The partner will lead customer-experience systems, booking or CRM workflows, retention, reviews, and operating procedures.

Outside support will include an SBA lender, attorney, CPA, inspector or engineer, insurance adviser, and local operating help as needed.

Where things stand

1 **Completed**

Acquisition strategy, target markets, screening criteria, website, business plan, pitch deck, and initial investor outreach.

2 **In progress**

SBA lender discussions, property sourcing, broker relationships, and early review of potential opportunities.

3 **Next decision**

Select a property that meets the financial, physical, legal, market, and financing screens.

4 **Before closing**

Complete inspections and due diligence, finalize the loan and investor terms, and prepare the transition plan.

The investment conversation

Seeking investors who are comfortable evaluating a specific small-business acquisition.

$150,000

TARGET RAISE

Planned SBA equity contribution and transaction reserve.

Property-specific financial and due-diligence review before funding.

Clear final terms, reporting responsibilities, and investor rights.

A USEFUL FIRST CONVERSATION

What kinds of deals do you consider?

What returns, reporting, and decision rights matter to you?

What would you need to review before investing?

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