

# Smith River RV Park — Seller Financing Offered

122 (RV) + 5 (Tent) Sites Riverfront | 74.41 Acres | 3,200 Feet Smith River Frontage | Expansion Potential



## LISTING BROKER

**Jennifer D. Stein**

Jennifer Stein Real Estate, Inc.

VA BRE #0226035190 | (213) 446-5366

[jstein@jenniferstein-realestate.com](mailto:jstein@jenniferstein-realestate.com)

## OUT-OF-STATE COOPERATING BROKERS

**Dylan Brazil**

CRI Real Estate

President of Investments

DRE #02177812 | 949.996.7077

[dylanb@cricommercial.com](mailto:dylanb@cricommercial.com)

**Dimitre Petrov**



CRI Real Estate

Executive Vice President CA

DRE #02071423 | 949.996.7096

[dpetrov@cricommercial.com](mailto:dpetrov@cricommercial.com)

# TABLE OF CONTENTS

 OFFERING SUMMARY	03	 COMPETITIVE LANDSCAPE	18
 INVESTMENT HIGHLIGHTS	05	 REGIONAL OUTDOOR HOSPITALITY TRENDS	20
 PROPERTY DETAILS	07	 AERIAL MAP	22
 PROPERTY PHOTOS	09	 MARKET OVERVIEW	24
 FINANCIAL OVERVIEW	12	 DEMOGRAPHICS	26
 SITE PLAN	14	 LISTING TEAM	28
 OCCUPANCY OVERVIEW	16		

The background of the slide is a photograph of a mobile home park. In the foreground, there is a dirt or gravel lot. In the middle ground, several mobile homes are parked in rows. A silver car is parked next to one of the homes. The background shows more homes and some trees without leaves. The entire image is covered with a semi-transparent yellow filter.

# 01

---

## OFFERING SUMMARY

# OFFERING SUMMARY

## Location

319 T B Stanley Hwy, Bassett, Virginia 24055

## Pricing

Asking Price:	<b>\$4,095,000</b>
Price Per Site	\$32,244
35' RV Site	\$64 / Night
35' RV Site (W/ Amenities)	\$75 / Night
50' RV Site	\$80 / Night
100' RV Site	\$80 / Night
Tent Sites	\$25 / Night

## Property

Sites	122 RV Sites + 5 Tent Sites
Acreage	74.41 Acres
River Frontage	3,200 Feet – Smith River
Buildings	4 Buildings
Buildings Detail	5,000 SF General Store (Liquor License); 1,200 SF Bathhouse w/ Laundry; Warehouse; Additional Support Structure
Major Infrastructure	2020
Website	<a href="http://www.smithriverrv.com">www.smithriverrv.com</a>

## Executive Summary

Smith River RV Park is a 122 RV + 5 tent site riverfront property on ~74.41 acres with ~3,200 feet of Smith River frontage. Operates year-round with high season March–November.

Includes a 5,000 SF general store and 1,200 SF bathhouse with laundry. County water/sewer and underground electric throughout; 24 sites individually metered. Major upgrades completed in 2020.

Currently operating below stabilized occupancy — opportunity for revenue growth through marketing, occupancy lift, and revenue management.

## SELLER FINANCING

*First-position seller financing offered at list price — enhances day-one cash flow and supports stabilization.*

Purchase Price	<b>\$4,095,000</b>
Buyer Equity at Closing	<b>\$1,000,000 + costs</b>
Seller Financing	<b>\$3,095,000 · 76% LTV</b>
Interest Rate	<b>5.25% Fixed</b>
Payment Structure	<b>10 24 mo · 30-yr amort</b>
Loan Term	<b>5-Year Balloon</b>



02

---












INVESTMENT HIGHLIGHTS

# INVESTMENT HIGHLIGHTS & AMENITIES

## Investment Highlights:

- 3,200 Feet of Smith River frontage
- 122 RV Sites + 5 Tent Sites on 74.41 acres, fee-simple
- Below-stabilized occupancy = significant upside
- General store
- Major infrastructure upgrades completed 2020
- Expansion runway — excess land
- Staffed, operational with CampSpot booking system

## Amenities

-  River Access
-  Fishing / Recreation (kayaking, tubing)
-  General Store – 5,000 SF
-  Bathhouse – 1,200 SF (updated)
-  Laundry – Coin + App Pay
-  Full Hookups at All Sites (sewer / electric / water)
-  Large Pull-Through Sites (up to 100')
-  Propane Service
-  Dog Park
-  Warehouse / Storage
-  On-Site Management



03

---

PROPERTY DETAILS

# PROPERTY DETAILS

## Property Information

Address	319 T B Stanley Hwy, Bassett, Virginia 24055
County	Henry County
APN	228180000
Acreage	74.41 Acres
River frontage	3,200 Feet – Smith River
Site counts	122 RV Sites + 5 Tent Sites
Buildings	4 Buildings
Major Infrastructure Improvements	2020

## Operations

Total RV Sites	122 Full hookup at all sites (water / sewer / electric)
Occupied – Full-Time	52 Long-term tenants in place; +11 booked to move in
Occupied – Transient	2 Booked for the coming week
Sites Used for Storage	2 Not rented as RV sites
Available / Unstabilized	66 Remaining runaway — dedining
Tent Sites	5 With expansion potential
Current Occupancy %	44.3% Full-time + transient ÷ total RV sites

## Utilities

Electric –	Wild Energy
Trash –	First Piedmont Waste
Internet –	MiNet Internet
Propane –	Clark Gas & Oil
Water –	County Water
Sewer –	County Sewer

## Metering note:

24 sites are individually metered. Remaining sites have electric service but are not separately metered.

## Improvements:

major 2020 upgrades (all aspects); year built unknown.

## Expansion potential:

The warehouse sits on excess land currently used for storage. The property includes additional land allowing potential future RV site expansion or additional amenities.





04

---

PROPERTY PHOTOS

# PROPERTY PHOTOS



# PROPERTY PHOTOS





# 05

---

## FINANCIAL OVERVIEW

# FINANCIAL OVERVIEW

Line Item	2024 Actual	2025 Actual	Current In-Place	Pro Forma	Notes / Assumptions
<b>INCOME</b>					
RV Site Reservations	\$309,602	\$301,209	\$374,400	\$878,400	52 FT sites x \$600/mo; pro forma: 122 at \$600/mo
General Store / POS	\$30,051	\$14,295	\$14,295	\$14,295	Hold at 2025 actual
Laundry Income	\$5,491	\$4,184	\$4,184	\$8,000	Pro forma scaled with occupancy
Smith River Adventures	\$281	\$3,481	\$3,481	\$3,481	Use 2025 actual
Vending Income	\$165	\$48	\$48	\$500	Use 2025 actual
Discounts / Other Income	\$1,209	(\$46)	(\$46)	—	Per P&L; pro forma drops
Less: Vacancy / Collection (10%)	—	—	—	(\$87,840)	10% vacancy on RV site revenue
<b>Total Gross Income</b>	<b>\$346,799</b>	<b>\$323,171</b>	<b>\$396,362</b>	<b>\$816,836</b>	
<b>EXPENSES</b>					
Cost of Goods Sold	\$6,156	\$5,411	\$5,411	\$12,000	Propane/firewood/merch; hold 2025
Advertising & Marketing	\$2,067	\$14,901	\$14,901	\$12,000	Normalizes elevated 2025 spend
Insurance	\$3,218	\$3,612	\$3,612	\$4,000	Per renewal declarations (~\$3,613)
Landscaping	\$3,383	\$518	\$518	\$2,000	Use 2025 actual
Legal & Accounting	(\$5,133)	\$2,483	\$2,483	—	Pro forma removes non-recurring
Office / Software / Merchant Fees	\$16,685	\$16,270	\$16,270	\$30,000	Scales with transaction volume
Payroll	\$29,192	\$40,014	\$40,014	\$83,734	Pro forma: 8% of gross income
Repairs & Maintenance	\$18,098	\$23,573	\$23,573	\$55,000	Scaled for 122 occupied sites
Property Taxes	\$8,505	\$6,809	\$9,988	\$9,988	4 parcels' 2025 RE tax bills = \$9,987.73
Sales / Use Taxes	\$26,146	\$18,366	\$18,366	\$48,000	Pass-through (collected from guests)
Utilities (Net of Recapture)	\$71,028	\$66,242	\$66,242	\$120,000	Net of sub-meter recapture, 122 sites
Other Operating Expenses	\$8,514	\$5,151	\$5,151	\$12,000	Licenses, vehicle, fees; pro forma scaled
<b>Total Expenses</b>	<b>\$187,859</b>	<b>\$203,350</b>	<b>\$206,529</b>	<b>\$388,722</b>	
<b>NOI</b>	<b>\$158,940</b>	<b>\$119,821</b>	<b>\$189,833</b>	<b>\$428,114</b>	
Expense Ratio	54.2%	62.9%	52.1%	47.6%	
<b>Cap Rate @ \$4,095,000</b>	<b>3.88%</b>	<b>2.93%</b>	<b>4.64%</b>	<b>10.45%</b>	

All financial figures are estimates only and subject to change. Buyer to verify all information. Stabilization assumes occupancy lift and revenue optimization — no redevelopment required.

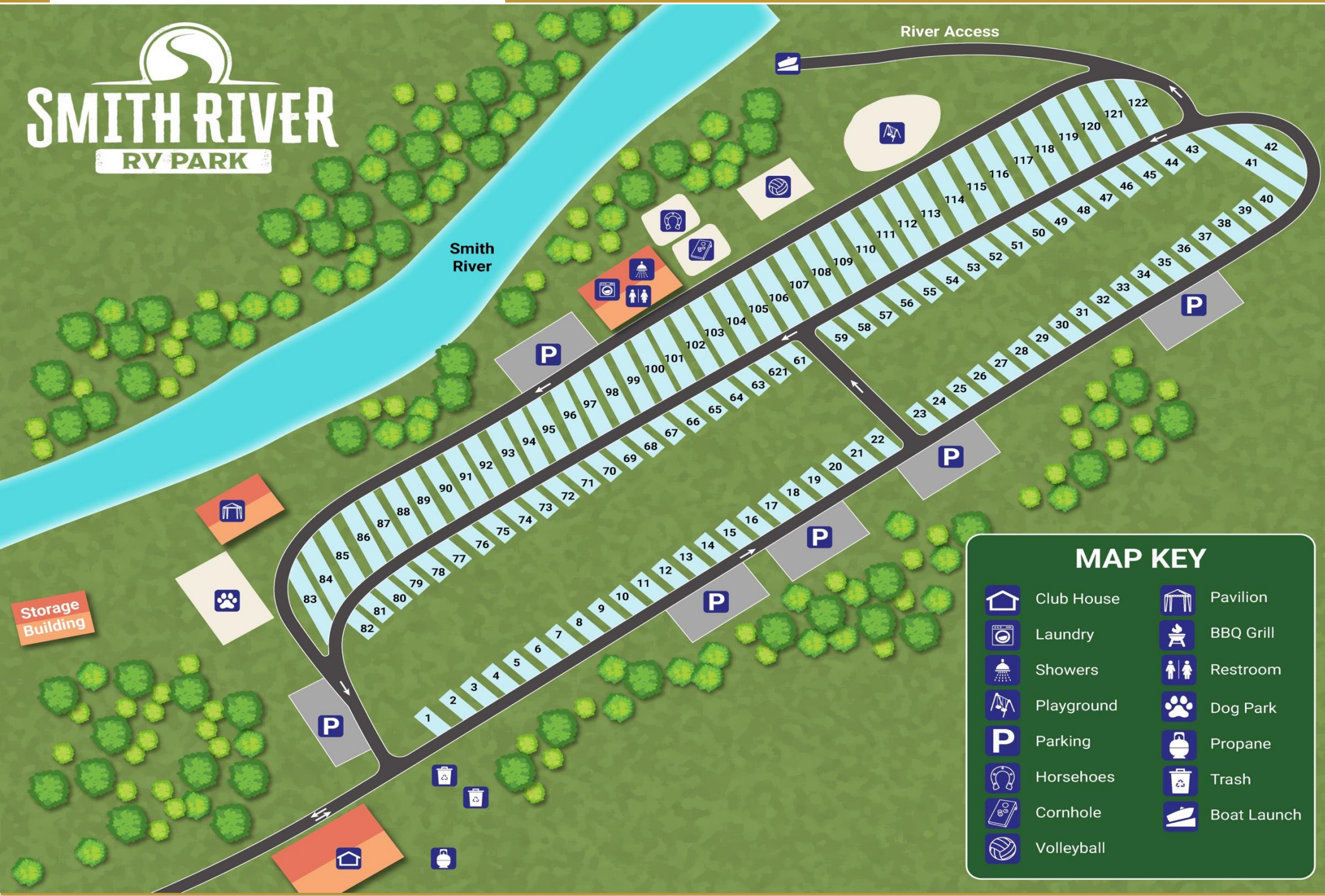


# 06

---

## SITE MAP

# SITE PLAN



### MAP KEY

	Club House		Pavilion
	Laundry		BBQ Grill
	Showers		Restroom
	Playground		Dog Park
	Parking		Propane
	Horsehoes		Trash
	Cornhole		Boat Launch
	Volleyball		



A photograph of a building with a gabled roof and a small cupola on top. The building has a sign that reads "SMITH RIVER RV PARK" and "GENERAL STORE". There is a logo above the sign that looks like a stylized 'S' inside a circle. The building is surrounded by trees and a clear sky. The entire image has a semi-transparent orange overlay.

07

---

OCCUPANCY OVERVIEW

# OCCUPANCY OVERVIEW

## Occupancy Overview

CATEGORY	COUNT	NOTES
Total RV Sites	122	Full hookup at all sites (water / sewer / electric)
Occupied – Full-Time	52	Long-term tenants in place; +11 booked to move in
Occupied – Transient	2	Booked for the coming week
Sites Used for Storage	2	Not rented as RV sites
Available / Unstabilized	66	Remaining runway — declining
Tent Sites	5	With expansion potential
Current Occupancy %	44.3%	Full-time + transient ÷ total RV sites

Current occupancy reflects primarily monthly tenants with significant opportunity to increase transient and weekend bookings.





08

---

COMPETITIVE LANDSCAPE

# COMPETITIVE LANDSCAPE

## Fairystone State Park

Fairy Stone State Park Rd, Stuart, VA 24171

Site Type	Nightly Rate	Monthly Rate
Non-VA Residents	\$37/night	-
VA Residents	\$45/night	-

## Indian Heritage RV Park

3071 Indian Heritage Dr, Bassett, VA 24055

Site Type	Nightly Rate	Monthly Rate
Riverfront RV Sites	\$61/night	\$721/month
Standard Sites	\$53/night	\$670/month
Tent Sites	\$25/night	-

## Simple Site RV

55 Fishburn Mountain Rd, Rocky Mount, VA 24151

Site Type	Nightly Rate	Monthly Rate
Full Hookup (incl. up to 600 kWh/mo)	\$40/night	-

## Turtle Island

85 Turtle Island Rd, Martinsville, VA 24112

Site Type	Nightly Rate	Monthly Rate
RV Site (up to 40')	\$55/night	TBA
Tent	\$30/night	-
Full Hookup Tent	\$50/night	-
Full Hookup RV	TBA	TBA

## Lake Ridge RV Resort

8736 Double Cabin Rd, Hillsville, VA 24343

Site Type	Nightly Rate	Monthly Rate
50 AMP Pull-Through	\$67.50/night	-
30 AMP Back-In	\$65/night	-
30 AMP Full Hookup	\$65/night	-
Tent	\$42/night	-



Buyer to verify all competitive information.



09

---

REGIONAL OUTDOOR  
HOSPITALITY TRENDS

# REGIONAL OUTDOOR HOSPITALITY TRENDS

01

## RV & Outdoor Recreation Demand

### RV Travel and Outdoor Recreation Continue to Outperform

- RV industry shipments and campground demand have sustained post-2020 growth, driven by a structural shift toward experiential and nature-based travel (Source: RV Industry Association)
- KOA's Annual Camping Report consistently highlights growth in first-time campers and extended-stay demand, particularly in rural, amenity-rich locations
- Riverfront and recreation-oriented parks command rate premiums over standard campgrounds and report lower vacancy

02

## Smith River Recreation Corridor

### Prime Location on the Smith River Corridor

- The Smith River is a major regional recreation draw — known for trophy trout fishing, kayaking, and tubing — attracting visitors from throughout Virginia, North Carolina, and beyond
- Philpott Dam and Philpott Lake, located nearby, serve as an additional anchor for boating, fishing, and outdoor recreation tourism
- Route 220 provides direct regional access, connecting the property to Martinsville, Rocky Mount, and the broader Piedmont Virginia market

03

## Extended-Stay Demand

### Growing Demand for Monthly RV Accommodations

- Monthly RV residency has grown significantly as a cost-effective alternative to traditional housing, providing RV parks with a stable, recurring revenue base
- Smith River RV Park currently carries 24 monthly tenants — a foundation that supports stabilized cash flow while transient occupancy represents significant upside

04

## Experiential Travel Upside

### Experiential Travel Driving Outdoor Hospitality Outperformance

- Nature-based and experiential travel continues to outpace traditional hospitality metrics, with campgrounds and RV parks outperforming conventional lodging in occupancy growth
- Properties with unique natural amenities — river frontage, fishing access, recreation-oriented settings — command disproportionate demand and rate premiums vs. non-amenity parks



An aerial photograph of a rural landscape, showing a valley with scattered buildings and fields, surrounded by rolling hills. The image is overlaid with a semi-transparent orange filter. A large, white, serif number '10' is centered in the lower half of the image.

10

---

AERIAL MAP

# AERIAL MAP

## Aerial photo of land



74.41 Acre Riverfront Property



Expansion Land Available



RV Site Expansion Potential



Outdoor Hospitality Upside



Infrastructure Already In Place



Warehouse on Excess Land



# 11

---






## MARKET OVERVIEW



# MARKET OVERVIEW

- Smith River RV Park is situated along the Smith River in Henry County, Virginia — a region anchored by outdoor recreation demand from the Smith River corridor and Philpott Dam.
- The Bassett/Martinsville area draws regional visitors for fishing, kayaking, and nature-based tourism, while Route 220 connects the property to a broader regional population base.
- Henry County supports a stable working population base with consistent demand for affordable long-term and transient RV accommodations.

## Market Overview

	Henry County, VA — Population	49,980
	Henry County, VA — Median HH Income	\$50,760
	Henry County, VA — Median Home Value	\$132,789
	Bassett, VA — Population	1,031
	Bassett, VA — Median HH Income	\$45,563



Source: Census Reporter (ACS 2024 5-year), HometownLocator. Buyer to verify.

An aerial photograph of a mobile home park, showing numerous mobile homes arranged in rows. The image is overlaid with a semi-transparent yellow filter. The text '12' is prominently displayed in the center-left area.

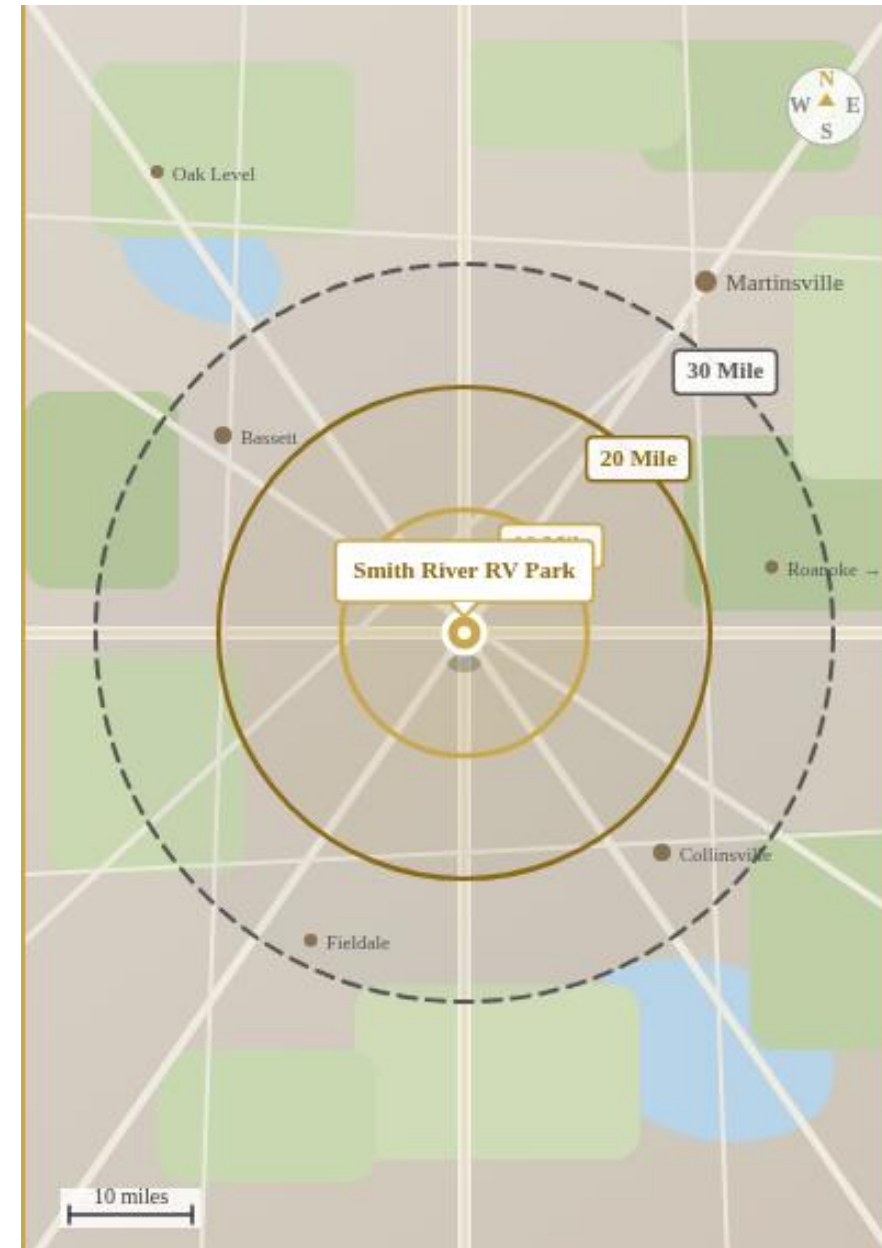
# 12

---

DEMOGRAPHICS

# DEMOGRAPHICS (10 / 20 / 30 Mile Ranges)

Metric	Mile Ring	-
Population	10 Mile	24,800
Population	20 Mile	69,500
Population	30 Mile	161,200
Households	10 Mile	10,200
Households	20 Mile	28,700
Households	30 Mile	66,300
Median HH Income	10 Mile	\$45,300
Median HH Income	20 Mile	\$50,800
Median HH Income	30 Mile	\$55,600
Median Home Value	10 Mile	\$138,000
Median Home Value	20 Mile	\$156,000
Median Home Value	30 Mile	\$182,000
Median Age	10 Mile	44.2
Median Age	20 Mile	43.6
Median Age	30 Mile	42.1



Source: ESRI / Census; Buyer to verify.



13

---

LISTING TEAM

# LISTING TEAM



## **Jennifer D Stein Listing Broker**

Jennifer Stein Real Estate, Inc.

☎ (213) 446-5366

✉ [jstein@jenniferstein-realestate.com](mailto:jstein@jenniferstein-realestate.com)

VA RE Lic. #0226035190



## **Dylan Brazil**

CRI Real Estate | President

☎ (949) 996-7077

✉ [dylanb@cricommercial.com](mailto:dylanb@cricommercial.com)

CA DRE #02177812



## **Dimitre Petrov**

CRI Real Estate | Executive Vice President

☎ (949) 996-7096

✉ [dpetrov@cricommercial.com](mailto:dpetrov@cricommercial.com)

CA DRE #02071423



## **Thomas Beniamen**

CRI Real Estate | Vice President

✉ [tbeniamen@cricommercial.com](mailto:tbeniamen@cricommercial.com)

CA DRE #02206360



## **Pierce Brazil**

CRI Real Estate | Investment Associate

✉ [pbrazil@cricommercial.com](mailto:pbrazil@cricommercial.com)

CA DRE #02247759



## **Nolan Rockwell**

CRI Real Estate | Senior Investment Associate CA

✉ [nrockwell@cricommercial.com](mailto:nrockwell@cricommercial.com)

CA DRE #02199918

## **Submission Details**

**Submit LOIs to:** Jennifer Stein  
[jstein@jenniferstein-realestate.com](mailto:jstein@jenniferstein-realestate.com)

Dylan Brazil  
[dylanb@cricommercial.com](mailto:dylanb@cricommercial.com)

Dimitre Petrov  
[dpetrov@cricommercial.com](mailto:dpetrov@cricommercial.com)

**LOI to include:** Offered Price, EMD Amount, Due Diligence Period, Estimated Close Timeline, Buyer Track Record / Proof of Funds

PLEASE REACH OUT FOR FINANCIAL INFORMATION

**DUE DILIGENCE LINK:**

**Click Here**