

RV PARK MONTHLY FINANCIAL REVIEW

Your Monthly Checklist for Staying on Top of Your Investment
Do this on the same day every month to protect your investment.

Revenue

- ☐ Total gross revenue vs prior month
- ☐ Total gross revenue vs same month last year
- ☐ Total gross revenue vs pro forma projection

Revenue by stream:

- ☐ Transient nightly site revenue
- ☐ Long-term tenant revenue
- ☐ Cabin and glamping revenue
- ☐ Utility recovery income
- ☐ Camp store and retail sales
- ☐ Laundry and vending income
- ☐ Event and group booking revenue

Expenses

- ☐ Every expense line vs budget
- ☐ Every expense line vs same month last year
- ☐ Flag anything above budget and document why
- ☐ Flag anything suspiciously below budget
Low maintenance is a red flag not a win

NOI

- ☐ Actual NOI vs pro forma for the month
- ☐ Running year-to-date NOI vs pro forma
- ☐ Variance explanation documented

Cash Position

- ☐ Operating account balance
- ☐ Capital reserve balance *Minimum 5% of gross revenue monthly*
- ☐ Tax reserve balance

Operating Metrics

- ☐ Occupancy rate vs prior year and pro forma
- ☐ Average daily rate (ADR) vs prior year and pro forma
- ☐ Revenue per available site night

Action Items

- ☐ Document every material variance
- ☐ Explain what caused it
- ☐ Decide what you are doing about it
- ☐ Update your running monthly log

If occupancy is up but ADR is down, you have a pricing opportunity. If ADR is up but occupancy is down, you have a marketing issue. If both are up but NOI is flat, you have an expense problem. The metrics point you to the question worth asking.

If this review consistently takes more than 60 minutes, the problem is usually the books. A chart of accounts not built for RV parks forces manual translation every time. That is a fixable problem.

Want someone to run this review for you every month?

PVI Financial provides Fractional CFO and bookkeeping services for RV park and outdoor hospitality owners.

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