

Smith River RV Park

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



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TABLE OF CONTENTS

 OFFERING SUMMARY 03	 REGIONAL OUTDOOR HOSPITALITY TRENDS 18
 INVESTMENT HIGHLIGHTS 05	 AERIAL MAP 20
 PROPERTY DETAILS 07	 MARKET OVERVIEW 22
 PROPERTY PHOTOS 09	 DEMOGRAPHICS 24
 SITE MAP 12	 LISTING TEAM 26
 OCCUPANCY OVERVIEW 14	
 COMPETITIVE LANDSCAPE 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:	\$4,095,000
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	www.smithriverrv.com

Executive Summary

Smith River RV Park is a 122 (RV) + 5 (Tent) site riverfront outdoor hospitality property situated on approximately 74.41 acres with approximately 3,200 feet of frontage along the Smith River.

The property operates year-round with high season from March through November and includes a 5,000 square foot general store, a 1,200 square foot bathhouse with laundry facilities, and excess land allowing for future expansion.

Infrastructure includes county water and sewer to all sites and underground electric service throughout the property.

24 sites are individually metered for electric service; the remaining sites have electric service but are not separately metered.

The property underwent major upgrades in 2020 across multiple aspects of infrastructure and improvements.

The asset is currently operating below stabilized occupancy, presenting opportunity for operational optimization and revenue growth through improved marketing, occupancy lift, and enhanced revenue management



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

current occupancy	26 occupied sites
Monthly Tenants	24
Weekend Guests	2
Sites Used for Storage	2
Reservation – Phone / Drive-By	65%
Reservation – Online (CampSpot)	35%
Staff	2 Employees: On-Site Manager + Maintenance Staff

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



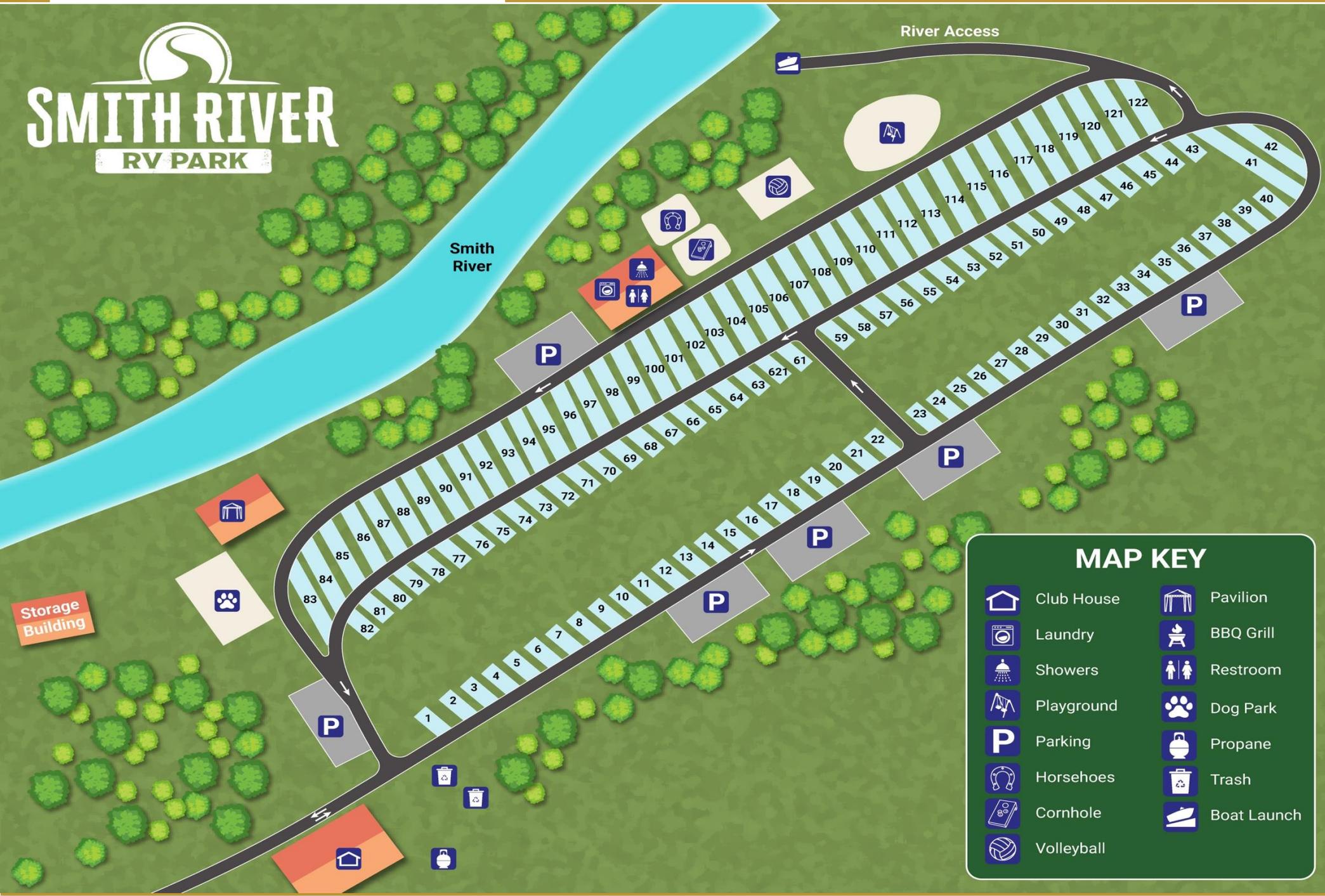
PROPERTY PHOTOS



05

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 at Smith River RV Park, which serves as a general store. The building has a gabled roof and a sign that reads "SMITH RIVER RV PARK" and "GENERAL STORE". There is a logo above the sign. The scene is overlaid with a semi-transparent orange filter. The number "06" is prominently displayed in white text over the left side of the image.

06

OCCUPANCY OVERVIEW

OCCUPANCY OVERVIEW

Occupancy Overview

Category	Count	Notes
Total RV Sites	122	Full hookup at all sites
Occupied – Monthly	24	Long-term tenants
Occupied – Weekenders	2	Transient/recurring
Used for Storage	2	Not rented as RV sites
Available / Unstabilized	94	Significant upside runway
Tent Sites	5	With expansion potential

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





07

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

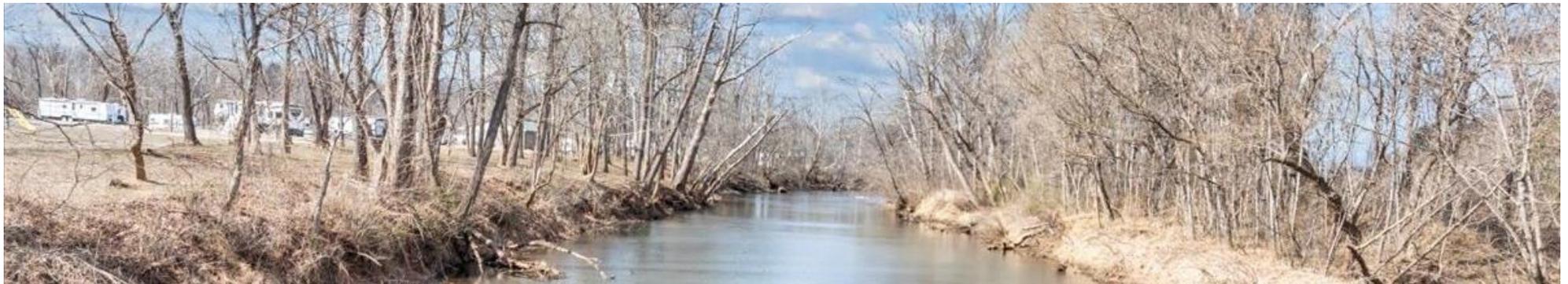
85 Turtle Island Rd, Martinsville, VA 24112

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.



08

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

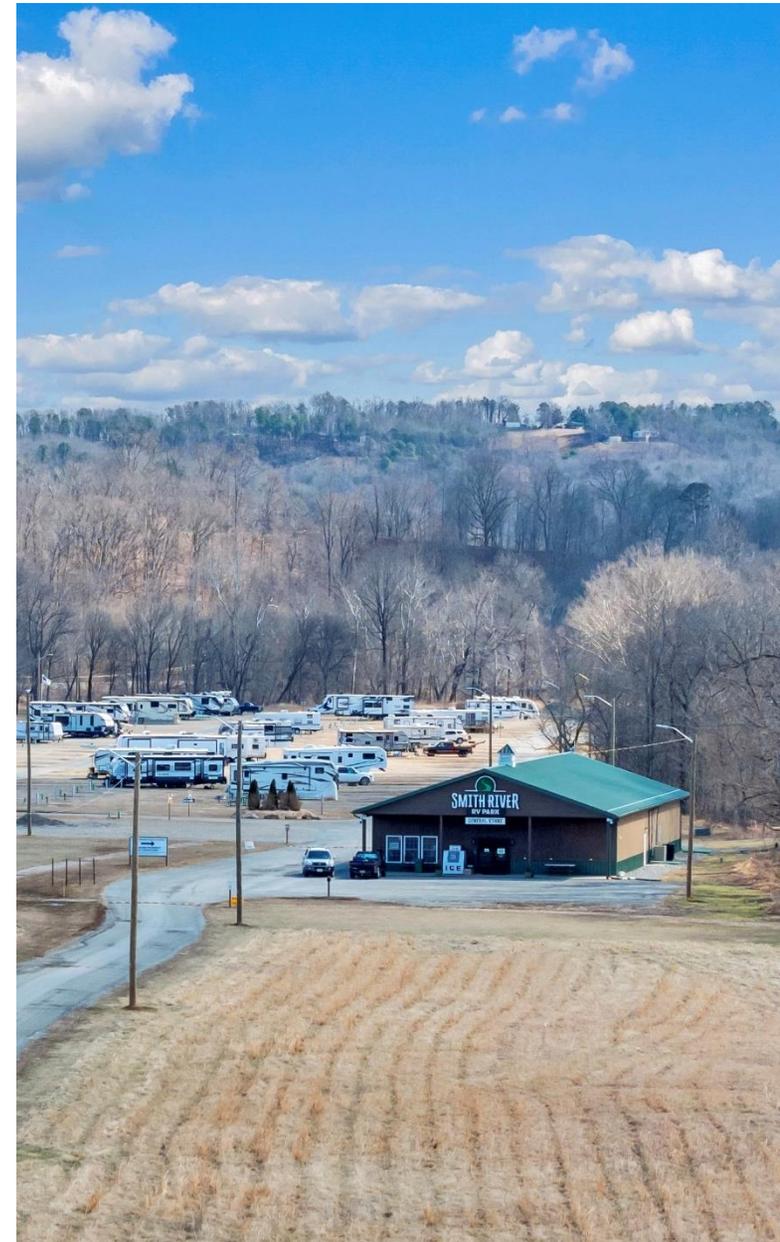
- Monthly RV residency has grown significantly as a cost-effective alternative to traditional housing, providing RV parks with a stable, recurring revenue base
- Smith River RV Park currently carries 24 monthly tenants — a foundation that supports stabilized cash flow while transient occupancy represents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





09

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



10

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.

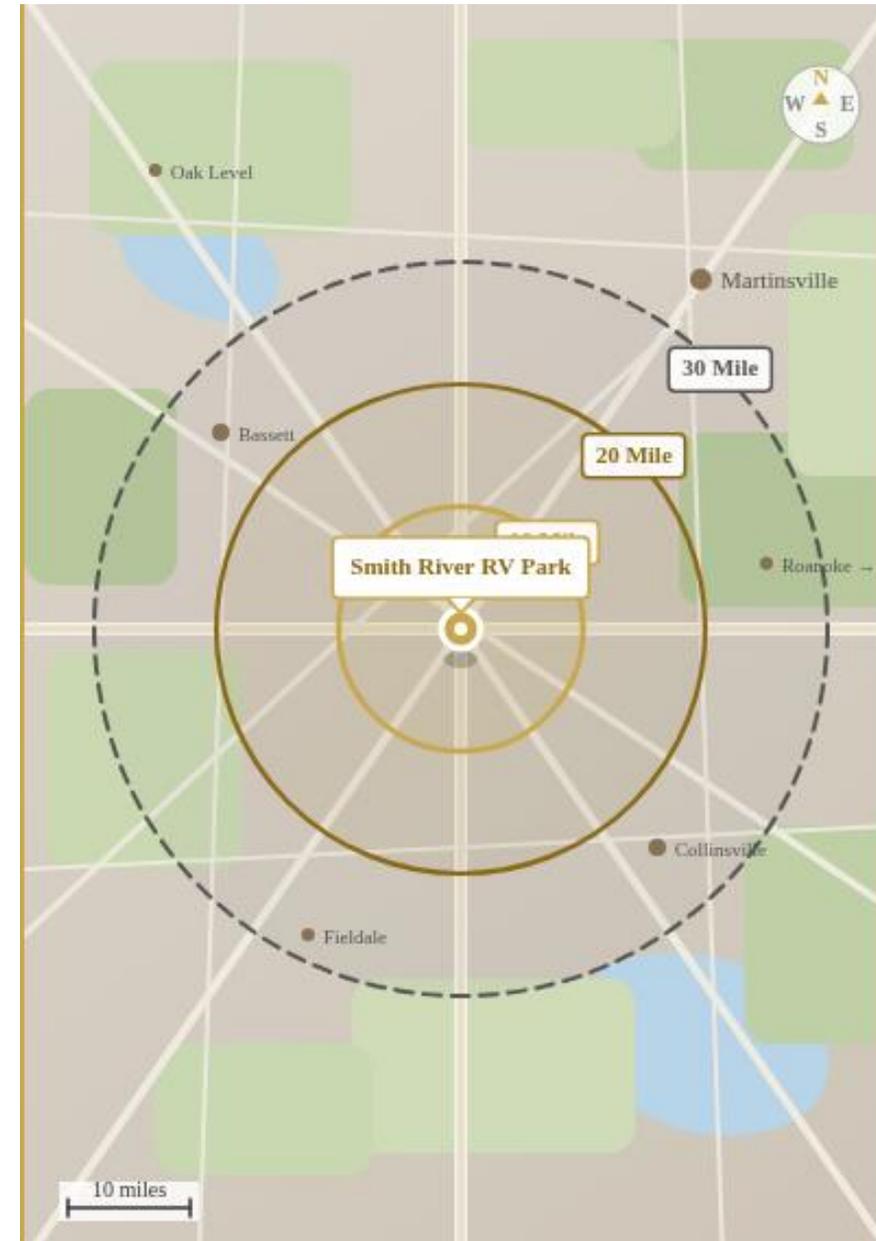


11

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.



12

LISTING TEAM

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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