

KOA Launches Campground Resale Program

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KOA NEWS SERVICE (May 21, 2021) – Kampgrounds of America (KOA) is launching a new program to help interested owners sell their KOA campgrounds. The KOA Resale Program, in partnership with Berkshire Hathaway HomeServices Floberg Real Estate, will help franchisees navigate the intricacies of campground sales. Berkshire Hathaway HomeServices Floberg Real Estate is an independently owned member of one of the largest real estate brokerage networks in the world, thus leveraging Berkshire Hathaway HomeServices National Network to support the new program.

As part of the KOA Resale Program, KOA will assist franchisees in evaluating the current campground sales marketplace and work closely with owners to determine the appropriate value for their campground. Managing the program, the KOA resale team brings thorough knowledge of campgrounds, the KOA system, and provides insight into what KOAs have sold for recently.

The Berkshire Hathaway HomeServices Floberg Real Estate team provides relevant real estate services throughout its worldwide referral network to ensure campgrounds are sold quickly and efficiently, for the best value possible. Campground information will be listed on Berkshire Hathaway HomeServices' worldwide marketing platform. Additionally, the Berkshire Hathaway HomeServices National Franchise team has local offices in every state to offer local support and provide a smooth selling process.

"I believe KOA's nearly 60 years of experience in the campground business combined with Berkshire's vast real estate expertise, including Floberg's Billings office and representation from a local Berkshire Hathaway HomeServices office near the campground, creates a very robust resale program," said John Burke, KOA's senior vice president of franchise finance.

Designed exclusively for KOA campgrounds, the KOA Resale Program is only offered to current KOA owners. KOA maintains an active database of potential campground buyers and campgrounds will be marketed to this group of active leads who have already made the decision to buy a KOA campground.

"Floberg Real Estate is thrilled to be working with KOA, an icon in the campground business," said Dan Smith, co-owner of Berkshire Hathaway HomeServices Floberg Real Estate in Billings, MT. "Our team looks forward to supporting KOA's franchisees with their real estate needs across the country.

With KOA's campground operational expertise and Berkshire Hathaway HomeServices Floberg Real Estates' vast real estate expertise, the KOA Resale Program offers franchisees interested in selling their campground unparalleled resources.

"We've been helping KOA owners sell their campgrounds for over 40 years and have over 4,500 quality prospects looking for the right KOA to purchase," said Burke. "Whether you're looking to sell today, next year, or in five years, we want to make sure you know your options and are well-informed about the sales process."

About Kampgrounds of America

[Kampgrounds of America](https://www.koa.com), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." The industry leader in outdoor hospitality, KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. The company was founded in 1962 in Billings, Mont., and today serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures KOA is known for. For more information, visit [KOA.com](https://www.koa.com).