

KOA Expands Campground Resale Team

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KOA partners with Cathy Reinard to spearhead company's Resale Program, John Burke to lead franchise strategic planning

BILLINGS, Mont. (Oct. 19, 2021) – Kampgrounds of America, Inc. (KOA) announced it has partnered with Cathy Reinard to lead the KOA Resale Program. Reinard, a former KOA franchisee, having owned parks in New York and Florida, brings thorough knowledge of campgrounds, the KOA system and the intricacies of campground sales.

As part of the KOA Resale Program, Reinard will assist franchisees in evaluating the campground sales marketplace and work closely with owners to determine the appropriate value for their campground. She will also leverage KOA's extensive network of campground buyers to find the right match for franchisees looking to sell their campground.

Reinard is a licensed real estate agent with a proven track record of selling parks, and formerly represented another brokerage firm in the industry. Berkshire Hathaway Home Services, a current KOA brokerage partner, will continue to provide ongoing support to the KOA Resale Program, its current and in process listings, and international support for Canadian campground sales.

John Burke, Vice President of Franchise Finance, will focus on working with franchisees on strategic planning, including succession planning, ROI analysis and 20-Group oversight and growth. Burke will continue to provide campground valuations, a service that is experiencing increasing demand, using his vast knowledge of the industry and the KOA system to help KOA franchisees succeed.

“As the interest in camping continues to grow at astounding rates, we know how important it is to help our campgrounds develop strategic roadmaps to ensure we are delivering on the expectations of today's guests. John brings the experience and knowledge needed for this crucial mission,” said KOA Franchise Chief Operations Officer Darin Uselman. “We also know that providing a program to owners looking to sell their campground and execute their exit strategy is a great service to our franchisees, and we're thrilled to have Cathy back as part of the KOA Family.

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), 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. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, delivers campgrounds a complete advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](#).