

LUXURY MOTORCOACH RESORTS • REAL ESTATE • LIFESTYLE

The RV Lot Sales Journal

ISSUE 02 • THORNTON CREEK — WINTER EDITION • NOVEMBER 2026

THE PROPERTY EDIT

Discover our Florida collection

BEHIND THE TRANSFORMATION

Thoughtful details. Stronger first impressions.

SELLER INSIGHT

Preparing your property to be seen

THE COVER STORY

The Art of Presentation

What makes a property stand out before a buyer walks in?

THE RIGHT RESORT. THE RIGHT PROPERTY. THE RIGHT LIFESTYLE.

EDITOR'S NOTE

A Thoughtful First Impression

Before a buyer steps inside, a property has already begun telling its story.

The photographs, the arrangement of a room and the way an outdoor space is presented all help someone imagine what life there could feel like.

In this issue, we explore The Art of Presentation: how thoughtful preparation can bring a property's character into focus and help buyers understand what it offers.



We share a before-and-after example from a property we sold at Lake Erie Shores Motorcoach Resort in Ohio, then take you behind our staging project at Thornton Creek Motorcoach Resort—from the initial observations and design direction to the finished presentation.

You'll also find practical insights for owners considering selling and a selection of properties for the winter season.

Whether you're preparing to sell or exploring your next winter place, we hope these pages help you see the possibilities with fresh eyes.

Warmly,
Margarita & Juan
RV LOT SALES USA

We don't just sell this lifestyle. We live it.

RV LOT SALES INSIGHT

The Art of Presentation

What makes a property stand out before a buyer walks in?

Long before a showing, buyers begin forming an impression through photographs. They notice the light, the proportions and the relationship between one space and the next. Almost instinctively, they begin asking: *Could I see myself here?*

Presentation helps them find an answer.

BEFORE



MAKING THE POSSIBILITIES VISIBLE

These photographs show a property at Lake Erie Shores Motorcoach Resort in Ohio. Staging helps buyers see how a room of unfamiliar size can work for everyday life, whether they plan to stay for a weekend or a full season.

An empty bedroom leaves its proportions open to interpretation. Furniture gives the eye a reference: the width of a bed, room for bedside tables and the space to move comfortably.

AFTER



The same bedroom, presented with a clear purpose and a welcoming sense of scale.

Helping buyers see the possibilities clearly.

THE ART OF PRESENTATION • CONTINUED

A Fresh Look in Ohio

These before-and-after photographs show a property we sold at Lake Erie Shores Motorcoach Resort in Ohio, following staging by an independent professional.

BEFORE



Our involvement was on the sales side, where we introduced the property to prospective buyers and experienced its finished presentation firsthand.

The comparison invites a closer look: where does your eye travel in each image? How easily can you understand the room? What can you imagine doing there?

AFTER



Furniture, textiles and lighting help reveal the bedroom's proportions and everyday possibilities.

SPACES THAT WORK TOGETHER

At a motorcoach resort, staging helps buyers see how the coach house complements the coach. Furniture shows where guests can sleep or relax, while clear sightlines and paths help buyers picture moving between the interior, the lanai and the motorcoach pad.

PRESENTATION & THE SALE

The property subsequently sold. Presentation was part of a broader sales effort that also involved the property's features, pricing and the buyer's priorities.

For us, this experience reinforced the value of helping people see a property's possibilities clearly.

An attractive photograph earns attention. A thoughtful presentation turns that attention into understanding.

THE OHIO STORY • CONTINUED

Room to Gather

Bringing purpose and connection to an open living space.



An open floor plan offers flexibility. Its presentation can help buyers understand where daily routines fit—and how one area connects to the next.

At this property in Lake Erie Shores Motorcoach Resort in Ohio, the furnished living area illustrates how seating, an area rug and a shared palette can define a place to gather within the larger room.



A defined seating area within an open plan, with views toward the lanai.



A PLACE FOR CONVERSATION

The sectional and two armchairs form a comfortable grouping around the coffee table. The rug brings the pieces together while the kitchen remains visually connected.

LIVING BEYOND THE ROOM

The glass doors keep the lanai and lake in view, helping buyers imagine moving between indoor comfort and outdoor time with friends.

Ohio property sold by our team. Staging completed by an independent professional.

A place to relax. A place to gather.

BEHIND THE TRANSFORMATION • THORNTON CREEK MOTORCOACH RESORT

A New Chapter in Progress

Color, materials and texture set the direction.

Inspired by Soft Farmhouse, this project at Thornton Creek Motorcoach Resort brings together warm neutrals, natural materials and gentle green accents. The new wall color sets the foundation for the staging now in progress.



CREAM TAUPE SAGE OLIVE NATURAL WOOD

Color and material inspiration • Staging in progress

COLORS IN CONVERSATION

Warm neutrals create a calm foundation. Sage and olive introduce soft contrast, while natural wood connects the palette to the home's existing finishes.

TEXTURE BRINGS DEPTH

A balanced palette goes beyond paint. Woven fabrics, subtle grain and matte surfaces add depth through their differences, even when the colors are closely related.

A COHESIVE WHOLE

The Soft Farmhouse direction pairs relaxed textures with natural finishes. A shared palette will connect the interior and exterior, with each selection considered alongside the wood ceiling, flooring and natural light.

BEFORE



Previous wall color.

IN PROGRESS



New wall color, before final styling.

COMING IN DECEMBER

The staging is underway. We'll share the completed presentation in our December issue.

RV LOT SALES INSIGHT

Ready to Be Seen

Preparing your motorcoach resort property for sale.

Before scheduling photographs or welcoming buyers, take a fresh look at how your property is presented. A clear plan helps you decide what deserves attention and where to focus your effort.

01 Start with condition

Walk through the property as a visitor would. Address visible maintenance needs, check lighting and prepare a list of repairs. Styling should complement a well-cared-for property; it cannot replace necessary work.

02 Make the essentials clear

Keep access to doors, storage and outdoor areas easy to see. Help buyers understand what each space offers, including the motorcoach pad, coach house, lanai or garage, where applicable.

03 Prepare for the camera

Clean windows, clear counters and remove personal items. Plan photographs when natural light works well in each space. Show the property accurately and include the features buyers will want to explore.

04 Be ready for questions

Gather property details, known improvements and relevant ownership information. Confirm current resort requirements and costs so buyers can review the property with useful information at hand.

What should a buyer notice first about your property?

LET'S PLAN YOUR PRESENTATION

Considering selling? Let's talk about how your property should be presented.

RV LOT SALES USA

The Property Edit

Thornton Creek Motorcoach Resort

Lot 10 | *Lakeview Living*







Enjoy the lake view from a 375 sq. ft. screened lanai. The coach house offers 1,000 sq. ft. under roof, one bedroom, one bathroom and a golf cart garage.

Lot 46 | *A Private Retreat*







A more private setting with a 375 sq. ft. screened lanai. The 1,000 sq. ft. coach house includes one bedroom, one bathroom and a golf cart garage.

The Property Edit

Thornton Creek Motorcoach Resort

Lot 48 | *A Place to Build Your Vision*

The last undeveloped lot in the Private Retreat offers a blank canvas for a coach house designed around the way you want to spend your season.



Lot 64 | *A Cozy Coach House with a Lake View*







This compact coach house pairs 500 sq. ft. under roof with a 300 sq. ft. screened lanai and a lake view.

LIFE AT THORNTON CREEK MOTORCOACH RESORT

The Season Begins

Back to the rhythms of a Florida winter.



The first days back have a rhythm of their own. Coaches pull in, neighbors stop to say hello, and a quiet morning by the lake gives way to an afternoon outside.

From catching up outside the coach to gathering around a game table, it's the time spent together that makes the season feel like home.



Some of the best moments never make it onto the calendar.

YOUR NEXT STEP

Your Private Property Tour

Tell us what matters most to you: a lake view, a more private setting, or room to create something of your own. Juan can put together a private tour of properties at Thornton Creek Motorcoach Resort based on what you're looking for.



Juan Estrada
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LES Motorcoach Resort, Ohio

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THE ART OF PRESENTATION