



# We build the nest. You take flight.

Strategic consulting for campgrounds, RV parks, glamping resorts, and eco-tourism ventures.

## Value Proposition

### Acquisition Due Diligence

Uncover red flags, establish market value, CapEx needs, and negotiate with confidence

### Feasibility & Market Analysis

Validate demand, pricing, and ROI before you build, buy, or expand.

### Financial & Revenue Strategy

Pro formas, budgets, dynamic rate models, and cost controls that protect margin.

### Operational System & SOPs

Streamlined workflows and staff playbooks that elevate guest experience.



## Greg Emmert – Founder

Former award-winning KOA owner with 30 years of real-world expertise—guides outdoor-hospitality businesses toward profitable, sustainable, and structured growth.

**Book a Discovery Call**



# Services at a Glance

SERVICES	SNAPSHOT
Feasibility & Market Analysis	Demand studies, comp-set audits, pricing & occupancy forecasts, investor-ready reports.
Financial Modeling & Revenue Mgmt	10-year pro formas, RevPAR optimization, sensitivity & breakeven analysis.
Operational Strategy & SOPs	Task mapping, training decks, scalable documentation.
Sustainability & Eco-Innovation	Impact audits, low-impact upgrades, grant & certification roadmap.
Organizational & Staffing	Role design, org charts, onboarding packets, costed staffing models.
Design Peer Review	Site-layout critiques, amenity alignment, guest-journey gap analysis.
Due Diligence & Acquisition Support	Red-flag audits, CapEx projections, pricing validation—negotiate with confidence before you buy.

## Mini Case Studies

### Acquisition Due Diligence — Midwest Campground

Uncovered \$250K in deferred CapEx, negotiated a \$350K price reduction, and unlocked instant equity.

### Ground-Up Development— New RV Park

Financial and design diagnostics revealed a 40% rate gap. The updated plan cut stabilization timeline by two years.

### Design Peer Review — Established Glamping Resort

Minor site layout and amenity tweaks boosted guest satisfaction scores and increased repeat booking intent.

**Quentin Incao,**  
Q Hospitality Management

*Vireo is our go-to for practical, insightful guidance on RV park and resort projects. Greg's deep industry knowledge and real-world advice helped our tribal RV resort client create a clear roadmap for improvements and expansion.*

## Core Values



### People First

Relationships, trust, and real-world integrity shape everything we do.



### Sustainable Solutions

We design with intention and long-term impact in mind.



### Relentless Innovation

We embrace tools, learning, and systems that drive smart growth.



### Work Should Be Fun

We bring humor, energy, and humanity to every project.

## How we work

### Assess

Site & market diagnostics

### Strategize

Financial, operational, and brand roadmap

### Empower

Deliver clear tools, guidance, and confidence to move forward

*Vireo isn't just a brand. It's how I work: smart, human, intentional. I've seen what happens when outdoor businesses are built with soul and strategy, and I want to help more people get there."*

— Greg Emmert, Founder



Ready to build your next chapter?  
**Book a Discovery Call**  
or scan the QR Code.

