



RCLCO

RESORT

SERVICES

Developers of and investors in resorts and second-home communities seeking strategic and tactical advice have made RCLCO their “first call” since the company was founded more than 40 years ago. As the largest independent real estate advisory firm in North America—with a growing presence in every corner of the globe—we provide end-to-end real estate solutions ranging from strategic planning (entity, portfolio, or asset) to site selection, feasibility, product programming, brand affiliation, financial sourcing, deal structuring, partnerships, and ground-up development. Our seasoned team of developers, capital market specialists, market analysts, and strategic planning experts apply the insights and experience gained over 40 years and thousands of projects to the exercise of crafting and helping implement second-home and resort communities. Using dynamic market forecasting models and proprietary financial analysis tools, backed by a strong customer knowledge and consumer research practice, we define the appropriate scale, positioning, character, and amenity program for new and existing resort assets and provide our clients with actionable strategies to achieve their objectives.

TYPICAL CLIENTS

- Developers
- Institutional Investors
- High Net Worth Owners/Visionaries
- Public Land Stewards

EXPERTISE

- Assessing demand potential for new development and creating strategies for creation of new destinations
- Innovative product formats including fractional ownership, private residence clubs, condo-hotels, etc.
- Residential and hospitality relationships including brand strategies, partnerships, and servicing
- Modeling and understanding likely financial performance from the redevelopment of existing assets based on real market analysis
- The economics of amenity creation
- Detailed market segmentation strategies for large-scale second-home communities
- Identifying and attracting joint venture development partners for complex, multicomponent resort communities

REPRESENTATIVE CLIENTS

- Vail Resorts
- Revolution Places
- Canyon Ranch
- Disney
- DMB Associates
- Hines
- MGM-Mirage
- Chaffin/Light (Windrose)
- East West Partners
- Marriott International
- Hyatt Global
- Morgan Stanley
- Bishop Estate

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