



**RISE & SHINE
GUIDE**

Dear Team Members,

At ELS, we take great pride in our commitment to the quality of our communities. As the leading operator of manufactured home communities, RV resorts and campgrounds, providing a top-notch guest/resident experience is critical to the success of our business. A core component of the experience is property appearance.

Through guidelines such as these National Standards and Rise and Shine checklist, we remain committed to ensuring our communities are safe and beautiful in appearance for all to enjoy.

It is the responsibility of each property team member to fulfill this commitment and become familiar with these standards in order for the property to maintain and operate at a high level of customer satisfaction.

ELS Operations Team



Welcome to your National Standards Guide!

This illustrated guide will help you understand Equity Lifestyle Properties' community appearance standards, and will help you use your Daily Rise & Shine Checklist.

Part of our mission statement is to share an absolute passion for excellence and resident satisfaction at every level. An important part of pursuing resident and guest satisfaction is keeping our resorts and communities in top condition. The Rise & Shine checklist is focused on the areas of your community which are most important to residents and guests.

While the checklist and guide are not all-encompassing, they will help you and your team as you strive for excellence!

This guide is designed to help you understand how to evaluate each item on your Rise & Shine Checklist — Is it a **GREEN**, **YELLOW**, or **RED** checklist feature? This guide will help you get it right.

GREEN

You will mark a feature **GREEN** if it meets our standards, and the standards of our customers. In general that means it is serviceable, clean and attractive. If it's **GREEN**, that means it's "Good to GO"!

YELLOW

You will mark a feature **YELLOW** if we need to pause, slow down, and make a correction. It's not business-critical, or against any rules — but it's not as good as it could be. Most often, a **YELLOW** grade means we should plan a repair or replacement in the future, OR, it needs to be cleaned or adjusted. If it's **YELLOW**, that means "Wait a minute, something isn't quite right".

RED

You will mark a feature **RED** if the situation creates a health or safety concern, impacts sales or operations, or is non-compliant with prospectus or state/county regulations. Depending on the situation, it may require prompt attention OR additional planning to appropriately resolve the issue.

For **RED** issues, either take immediate corrective action or assess more fully to determine what may be required for correction. Once you identify the problem, make sure that you discuss with your supervisor and either address immediately or plan/budget accordingly to ensure resolution within an appropriate time-frame.



Thousand Trails®

FIRST IMPRESSIONS



LANDSCAPE & LITTER

The First Impression your landscape gives to both prospects and current residents is powerful and lasting! Different properties have different styles of landscape, but they should all be groomed, healthy, and free of litter and hazards.

GREEN:

- Turf cut, color, coverage, and condition excellent, free of weeds, and edged
- Shrubs healthy, trimmed, attractive, and suitable
- Beds mulched and defined, with no irrigation piping visible



YELLOW:

- Turf condition or coverage marginal
- Edging not sharp
- Beds not well-mulched



RED:

- Litter in landscape
- Weeds in beds
- Landscaping dead or not present
- Irrigation leaks



SIGNS & FLAGS

Signs and flags are a key part of our First Impressions. They are meant to call attention to the property in a positive way, and provide important directional information to traffic and visitors. They need to be attractive, clean, fresh, and not excessive.



GREEN:

- Signs & Flags are straight, colorful, well-painted, and in good repair
- Attractive and well-placed within landscaping
- Not distracting or excessive
- US flag in new condition, properly displayed, and not tattered



YELLOW:

- Minor damage, not plumb, faded or chipped
- Excessive/cluttering, not placed well in the landscaping



RED:

- Missing, severely damaged, or leaning severely
- Posts broken or causing a trip or road hazard

CURBS & SPEED BUMPS

Curbs and speed bumps are part of our First Impressions. They should be clean, well-maintained, safe to walk and drive over, and an attractive part of the landscape.

GREEN:

- Swept clean, with no debris. Clean asphalt/concrete, or freshly painted
- Edging of landscape at curb is sharp, with no weeds in cracks
- No broken or uneven edges



YELLOW:

- Dirt or debris on roadway or gutter
- Weeds in cracks
- Paint peeling and dirty
- Minor cracking in the roadway surface



RED:

- Unsightly amount of litter, debris, or weed along guest or resident route
- Road, speed bump or curb damage which presents a driving or trip hazard
- Potholes
- Major cracking that will lead to further road damage



OFFICE & STAFF



PARKING & LITTER

Evaluated within Office & Staff, the parking areas for both residents and prospects or visitors should be safe, inviting, and easy for all guests (including those with disabilities) to use.

GREEN:

- Parking areas are clean, asphalt/concrete are in good condition with attractive surface
- Stripes, markings, and painted curbs are fresh and clean
- Signs are appropriate, attractive, clean, and straight



YELLOW:

- Parking surface in good condition and safe, but surface/sealcoat needs to be refreshed
- Some fading of stripes, some marks/scrapes on curb paint
- Signs well-maintained but some fading



RED:

- Debris/litter
- Parking surface has road/trip hazards, curbs broken
- Stripes or paint missing, chipping, peeling
- Signs missing, broken, or leaning



GOLF CARTS

The appearance of our golf carts makes a big impact on how our guests and residents perceive the property. Office golf carts provide a first impression during the sales or leasing experience to prospective residents. Maintenance golf carts can also provide a first impression and paint the picture in our guests' and residents' minds of the quality and attention to detail one could anticipate from the property team.



GREEN:

- Clean, free of any debris, body and seats intact with no cracks or discoloration
- Good working order. Brake, backup warning, and key lockout work properly
- Tires inflated properly, cart holds charge/runs well
- Securely stored when not in use
- Property name and logo displayed on cart



YELLOW:

- Some discoloration or minor cracking which does not expose interior of seat cushion
- Any debris, trash or dirt
- Seats are dirty
- Charging station is in public view



RED:

- Untidy
- Any safety equipment not working properly (key, brake, backup warning, etc.)
- Cart does not run well or hold charge for the day
- Any broken or missing parts, including exposed cushion interior

LANDSCAPE, LIGHTING & SIGNAGE

The landscape package around the office is critical because all prospects visit the office and many current residents visit the office frequently. The signs, landscape materials, and lighting must all work together to present an image that is appropriate for the property's position in the market.

GREEN:

- Landscape climate-appropriate, beds properly full of plants and mulched or rocked, well-trimmed and neat in appearance. Vibrant, attractive color selection
- Irrigation properly maintained, no leaks or over-watering evident, plants properly watered
- Lights clean, bug-free, providing adequate and attractive illumination
- Signs minimal (including required legal postings such as towing), informative, correct, clean and well-maintained



YELLOW:

- Rock, mulch or other ground cover missing, plants somewhat overgrown or under-planted, visible weeds
- Plants over- or under-watered
- Irrigation pipe visible
- Lights dirty, bugs or cobwebs present
- Signs excessive, unattractive, or not well-maintained
- Trash or debris present



RED:

- Plants impeding walkway, or obviously dead
- Edging material askew or missing
- Obvious irrigation leak
- Any lights inoperative



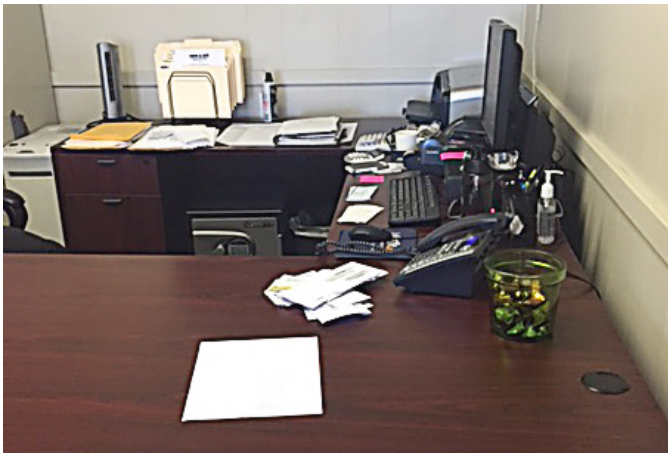
OFFICE

Our offices are important for customer service, sales, and management of our team. It is important to keep them organized, clean, attractive, uncluttered, and easy to work in.



GREEN:

- Clean, organized, clutter-free, well-lit, inviting
- No visible “stacks” of files, adequate room to meet with customers or staff
- Files containing any personal information are out of sight and locked in filing cabinet



YELLOW:

- Clean but somewhat disorganized
- Cluttered



RED:

- Dirty desks, cabinets, flooring, or walls
- Stacks of files, disorganized, inadequate space to meet with customers or staff

STAFF

Our properties are beautiful real estate, but PEOPLE are the soul of our business. Appropriate dress helps maintain positive customer relations and a professional work environment. The experiences we create for our guests and residents begin with the first impression.

GREEN:

- In uniform, according to property standards and position (RV and campgrounds)
- Dressed properly, according to dress code
- Meets grooming standards
- Wears name tag at all times
- Positive attitude and body language



YELLOW:

- Uniform or attire faded, not clean, has holes, or does not present a positive first impression
- Missing name tag
- Areas of grooming need improvement



RED:

- Not wearing uniform or proper attire according to property standards and dress code
- Missing name tag
- Negative attitude or body language
- Does not meet grooming standards



CUSTOMER-READY

Being “customer-ready” is all about setting the stage to deliver great HOSPITALITY, to prospects and current guests and residents.



GREEN:

- Refreshments available, attractive, and fresh
- All necessary marketing materials stocked and readily available
- Umbrella for rainy days, golf cart, etc. clean, charged, and ready to go
- Keys for “show units” on hand



YELLOW:

- Refreshments in disarray/displayed poorly
- Marketing materials not convenient or displayed poorly
- Keys or other necessary tools not on hand



RED:

- No refreshments
- Sales collateral incorrect or missing
- Keys and other sales tools missing or broken



PLEASE
DO NOT
CLIMB
ON
ROCKS

POOL RULES

CAUTION
SHALLOW WATER
NO DIVING

CLUBHOUSE & OTHER AMENITIES



CLUBHOUSE CLEANLINESS

The clubhouse or lodge is the heart of our community or resort! It should be well-maintained, clean, attractive, and fit the needs of our guests and residents.

GREEN:

- Open, clean, all equipment and amenities fully operational
- All lighting clean and working, no trip or other hazards
- Attractive, uncluttered decor, paint and other finishes appealing
- Windows are clean



YELLOW:

- Clean and functional but worn
- Clean but needs re-painting
- Clutter



RED:

- Dirty and unkempt
- Any lighting, equipment or amenity not properly functioning
- Any trip or other hazard
- “Donated” mix-match furniture or equipment



RESTROOMS

Many customers base their impression of a business on the condition of the restrooms, and good restrooms are an important aspect of delivering a 5-star customer experience!



GREEN:

- Clean and bug-free
- Cleaning schedule matches usage
- Fully stocked with soap and paper goods
- Trash receptacle clean, not overflowing
- Paint, tile, other surface finishes in good condition and attractive



YELLOW:

- Minor cleaning details missed, scent unpleasant
- Finishes clean and in good working order, but imperfect
- Supply stocked, but not in the appropriate/provided dispenser



RED:

- Unclean, counter wet, paper on the floor
- Unclean, noticeable bugs or cobwebs
- Any fixture broken or inoperative
- Any supply not stocked

SWIMMING POOLS

The swimming pool is a major amenity, important to our guests and to our marketing efforts. Proper maintenance and attention to detail is critical. Swimming pools should be maintained and inspected as appropriate for the season in your area.

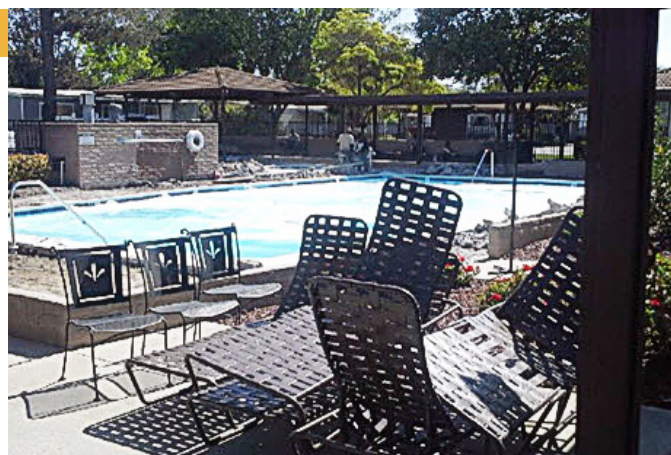
GREEN:

- All required safety equipment is in place
- All signs are posted and correct
- Gate and fence work properly



YELLOW:

- Water is clean but not free of debris
- Heated pools are at the correct temperature (determined by property manager)
- Some litter and debris is visible throughout the area
- Pool furniture is in disarray



RED:

- Safety equipment is missing
- Signage is missing
- Pool furniture has blown over or is missing, and debris is scattered
- Deck or coping trip hazard



SWIMMING POOLS



GREEN:

- Pool furniture is clean, in good repair, and well-arranged
- Deck and coping are clean and free of trip hazards
- Pool water is sparkling, clean, and balanced
- Entire pool area is clean and free of debris
- The pool is clean, has been winterized, and properly covered
- The covering is clean, complete, and free of debris



YELLOW:

- Signs need to be updated and refreshed
- Gate and fence may need repair
- Deck and coping is in suitable condition but not clean



RED:

- Safety equipment is broken
- Water is unclean, murky, cloudy has odor, or is at an incorrect level
- Deck, coping, or tile is not in serviceable condition
- Debris, trash in pool

SPORT COURTS/PLAYGROUNDS

Sport courts and play structures are evaluated under the “clubhouse and other amenities” section. Because these amenities are used in active play, and frequently used by children, we use special care in their maintenance and upkeep.

GREEN:

- All equipment appears serviceable and works properly
- Nets in good condition, not sagging
- Soft surfaces maintained properly
- Court surfaces in good condition, paint/markings fresh and clean
- Seating area is in good repair



YELLOW:

- Equipment serviceable but worn in appearance
- Court surfaces serviceable but show wear
- Nets or fences sagging
- Playground area with litter or clutter



RED:

- Any trip or other hazard evident
- Markings or lines unclear or unattractive
- Nets torn or missing
- Any equipment not serviceable or working properly
- Graffiti is visible



FITNESS CENTER

Fitness Centers are also evaluated under the “clubhouse and other amenities” section. Fitness equipment must be maintained in correct working order, cleanliness is vital, and appearance of the fitness center is extremely important to the guests who use it.



GREEN:

- Clean, well-lighted, uncluttered, attractive decor, good scent
- All equipment in proper working order and clean
- All pads/vinyl surfaces intact, no splits/tears/fraying
- All cords properly covered or concealed
- TV's work properly
- Appropriate signs are displayed
- Security cameras, if present, work properly



YELLOW:

- Dim lighting
- Equipment clean and serviceable but appears dated
- Pads or vinyl surfaces worn or tearing
- Unpleasant scent



RED:

- Any un-serviceable equipment
- Donated equipment present
- Any trip or other hazards (especially cords)
- Lighting not working
- Dirty room or equipment
- Litter or trash present



TOUR ROUTE



HOMES FOR SALE

At the core of our business is selling or renting homes — whether they are park models at an RV park or manufactured homes at an MH community. We need to be sure that the presentation of our inventory rates 5 stars!

GREEN:

- Marketing signage and flyers are current and available
- Home has curb appeal
- Selected homes are staged as appropriate
- Appliances are clean and working
- Heating and A/C work properly



YELLOW:

- Marketing signage is available but needs re-stocking
- Home is in good condition but may need repainting or a power wash
- Home is staged (clean, blinds are adjusted, lighting, scent, and temperature are comfortable)



RED:

- Torn flag and/or empty flyer box
- Marketing signage is missing or unavailable
- Home is not in good condition and needs repair
- Home is not staged (not clean, blinds are not adjusted, no lighting, bad scent, and wrong temperature)
- Inappropriate access steps (such as temporary metal stairs)
- Appliances are clean but not working



VACANT LOTS

Vacant lots can either inspire a customer to place their dream home in our community, or detract from the community around them. They should be kept neat, clean, and safe.



GREEN:

- Lots are clean and free of debris
- Mowed and/or maintained, weed free
- Electric pedestals are clean and freshly painted
- No loose wires, conduit, or sewer pipe on the sites



YELLOW:

- Lots are not clean
- Lots need some detail work, edging and trimming
- Electric pedestals are clean
- Loose wires, conduit, or sewer pipe on the sites are evident



RED:

- Lots are not ready to receive a new home
- Electric pedestals are not clean and freshly painted
- Loose wires, conduit, or sewer pipe are visible on the sites
- Old tie-downs or carport posts are present

CAMPING/RV SITES

Our campsites are the heart of our camping resorts! When the campsite looks good and the amenities work well, our guests are likely to enjoy their stay.

GREEN:

- Site is level, clean, raked, and defined
- Pedestal and utilities are clean and in good working order
- Trees and landscape are attractive and in safe condition
- Picnic table & fire ring (if your park offers) clean and in good condition



YELLOW:

- The site is not level
- Picnic table or fire ring are functional but not clean
- Landscape is sloppy



RED:

- Electric pedestal appears unsafe
- Utilities are safe but not working
- Water leak
- Sewer connection is broken
- Site rutted, potholed
- Picnic table or fire ring are damaged or not functional
- Overhanging, dangerous tree limbs are present



SEPTIC & LIFT STATIONS

If a member of the team or a septic vendor performed work on any part of the septic system, you must inspect the septic lids, covers, doors and/or hatches to confirm that they have been re-secured upon the completion of work.



GREEN:

All septic lids, covers, doors and/or hatches:

- Are in place
- Cover the entire opening
- Are not cracked, damaged or missing parts
- Are secured to prevent access



RED:

All septic lids, covers, doors and/or hatches:

- Are not in place.
- Do not cover the entire opening.
- Are cracked, damaged or missing parts.
- Are not secured to prevent access.



G Green — Complies with company and customer standards.

Y Yellow — Items are not critical to fix immediately, but need to be reviewed and need to create a plan of how to address.

R Red — Needs immediate attention. This category includes health and safety issues, items impacting operations and sales, items in non-compliance with prospectus and state or county regulations.

Community Name		Date	Person Performing Inspection				
CHECKLIST				G	Y	R	NOTES
FIRST IMPRESSIONS							
Well-groomed landscape, free of debris and dead plants							
Litter-free							
Signs & Flags — Good repair, straight, and aesthetically pleasing							
Curbs & speed bumps freshly painted							
OFFICE & STAFF							
Prospect/resident parking maintained (signs, painted lines)							
Litter-free, curbs and sidewalks swept/blown							
Golf carts (office + maintenance) clean and free of debris							
Landscaping — maintained and debris-free							
Lights and doors clean and bug-free							
Signage — minimal, legible, professional, correct information							
Floors & door mats clean							
Office clean, inviting and organized							
Staff in uniform / name tags / smiles!							
Customer-ready (refreshments, marketing, golf cart)							
TOUR ROUTE							
Homes maintained, both resident-owned and ELS-owned							
Landscaping maintained							
Signs & Flags — good repair, straight and aesthetically pleasing							
CLUBHOUSE AND OTHER AMENITIES							
Clean							
Open & fully operational — furniture and equipment							
No “donated” furniture or equipment							
Safe-accessible, no trip hazards, no broken equipment							
Well-lit							
RESTROOMS							
Clean, bug-free, good scent							
All fixtures operational, walls & stalls clean and painted							
Well-lit							
Stocked with toilet paper, paper towels and soap							
Trash emptied							
SWIMMING POOLS							
All required safety equipment and signs correct							
Gate and fence work properly, self-closing, self-latching							
Pool furniture clean, good repair, well-arranged							
Deck & coping clean and free of trip hazards							
Pool water sparkling-clean and balanced							
Entire area clean and free of debris							
VACANT LOTS							
Clean							
Mowed and/or maintained							
Ready (signs, safe, pedestal)							
HOMES FOR SALE / RENT							
Marketing signage and flyers current and available							
Curb appeal							
Staged (clean, blinds adjusted, lighting, scent, temperature)							
Appliances clean and working							
SEPTIC AND LIFT STATIONS							
Has a member of the team performed work on any part of the septic system? If so, have you inspected the septic lids, covers, doors and /or hatches to confirm they have been re-secured upon completion of the work?							
Have septic vendors been on property? If so, have you inspected the septic lids, covers, doors and/or hatches to confirm they have been re-secured upon completion of the work?							