

RV BUYER TRENDS

WHO'S BUYING & HOW YOU CAN
CAPTURE THEIR ATTENTION

Research & Insights Brought To You By *RV Trader*™



Executive Summary

For more than seven years - RV sales have been consistently rising, resulting in what feels like the golden age of RVing. More buyers than ever are looking for the lifestyle RVing provides and, with modern technology, it's easier to spend weeks away without feeling completely disconnected.¹ But in late 2018, and the first half of 2019, there was a shift in the industry with sales leveling out and consumer interest in RV rentals steadily rising.^{2,3,4} As we enter what seems to be a new phase of our industry - it's more important to fully grasp exactly who the RV buyer is and what is motivating them to purchase so you can more effectively engage them when they come into your dealership. To get this insight, RV Trader surveyed over 2,000 consumers, all who have shopped for RVs in the past two years, and uncovered in more detail exactly who makes up the RV industry and how they came to their decision to purchase. From there, we've compiled several actionable recommendations to consider as you look to attract, engage, and influence buyers in this fluctuating RV market.

¹<https://money.cnn.com/2017/07/12/news/economy/rv-industry-comeback/index.html> | ²<https://www.rvbusiness.com/blog/rvia-dec-shipments-fall-21-percent-off-4-percent-for-2018.html>
³<https://www.rvbusiness.com/blog/rvia-reports-shipments-decline-15-during-april.html> | ⁴Google Keyword Report 2019

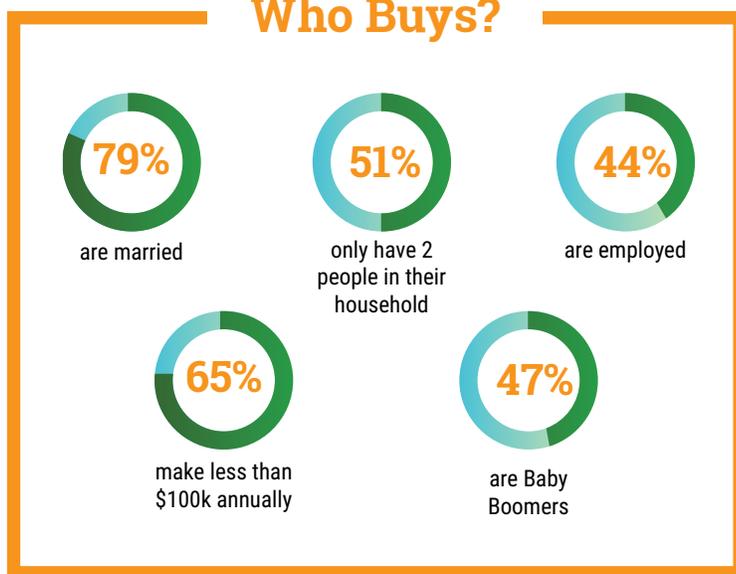
The RV Consumer: Who Are They?

Thanks to affordable gas prices and the ease with which potential buyers could qualify for a loan, RV buyers have historically made up the bulk of our industry's consumers; but with the growth of RV rentals, two new consumer segments - the renter and the renter who buys - have emerged, each playing a key role in the industry's future.⁵

Buyers

Let's start with the familiar - buyers. At first glance, this group is still largely made up of married Baby Boomers, most of whom are retired with an annual household income of less than \$100k, which isn't overly surprising considering their employment status. While this is likely the same audience you've dealt with before - it isn't the audience you will be dealing with forever. By digging a little deeper, RV Trader uncovered that together **millennials and GenXers actually make up a larger portion of the total buying audience, representing 53%, as compared to the Baby Boomers at 47%**; and this is exactly the type of backfilling that you want to see to ensure the longevity of sales in our industry.⁶

Who Buys?



Renters

But as we said, buyers aren't the only player in the RV market anymore. While renters have unquestionably been a part of the industry before now, they're starting to get more attention as a major player now that RV rentals have risen in popularity. The renter audience looks distinctly different from buyers. First of all - they are significantly younger, with **millennials making up 63%, while Baby Boomers only account for 7%**. The majority are married with kids and in the throes of developing their careers. Renting an RV provides them with a way to spend time with family and friends while giving them the freedom to travel anywhere they like without the commitment of buying - so it's an excellent solution for a family vacation or camping trip.⁶

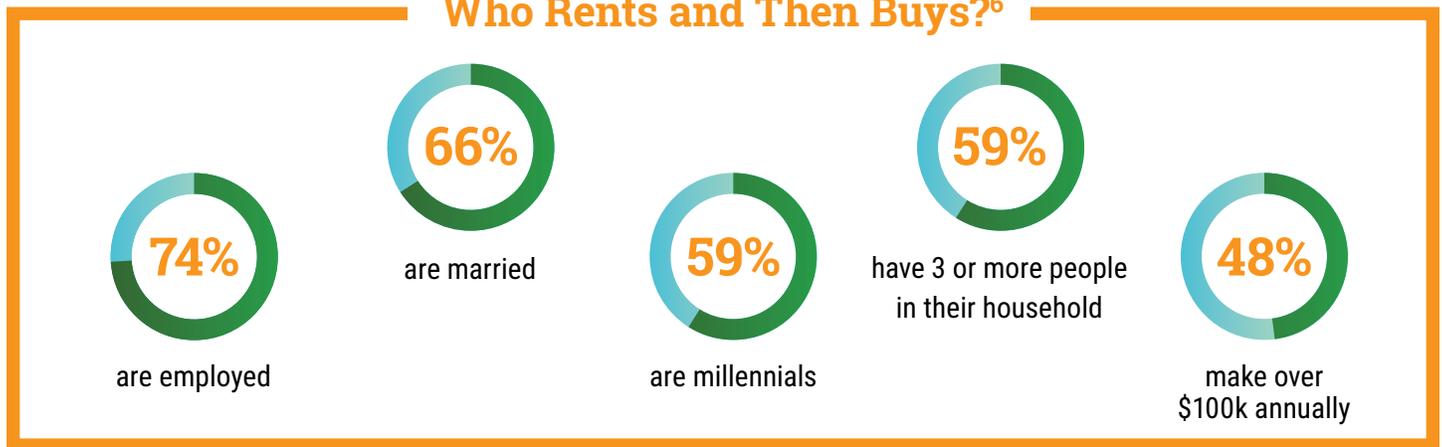
⁵<https://money.cnn.com/2017/07/12/news/economy/rv-industry-comeback/index.html> | ⁶RV Trader Consumer Survey 2018

Renters Who Buy

Finally, RV Trader's research identified an entirely new segment within our industry - *the renter who ultimately buys*. This audience looks remarkably similar to the renter segment, with one notable difference - 48% make more than \$100k per year. This group is more affluent, giving them more power to make the investment required to purchase and maintain an RV. **They typically rent 2 or more times before ultimately making the decision to buy a unit of their own.** Of the three segments - renter|buyers are most likely to identify as adventurous and say they make friends easily - but similar to renters, they are ultimately looking for a unit to take on their family vacations.⁶

While we could dive deeper on just the renter and the renter|buyer - for the rest of this whitepaper we're going to more closely examine the RV buyer, their motivations and preferences, and offer tips and tricks on how to engage them most effectively.

Who Rents and Then Buys?⁶



The Buyer's Path & Preferences

To understand how a buyer gets to the point of purchase - it's important to step back and examine what motivated them to consider purchasing an RV in the first place. There are a lot of ways to spend time with family or friends, to travel, to see the country - **why choose to do it in an RV?**

Family vacations, going camping, or taking a road trip are the primary motivators for the vast majority of RV buyers. They like to travel somewhere different every time they take a vacation and aren't opposed to being spontaneous - and RVing easily facilitates that lifestyle. In addition, **13% of buyers are planning to be full-time RVers**, giving up a traditional home-base for a more nomadic experience.⁶

What Motivates Buyers?⁶



⁶RV Trader Consumer Survey 2018

What Motivates Buyers?⁶

Whether they are weekend warriors, sporting fanatics looking for an elevated tailgating experience, or music festival junkies - the freedom to travel anywhere and still have a place to sleep is an important aspect of the RVing lifestyle for most buyers. While most are all about going on an adventure, experiencing nature, trying new things, or jumping into outdoor activities - buyers are still looking for that consistent home away from home. And this is one of the biggest differentiators for buyers as they consider RVing over other forms of travel; partner it with their desire to travel affordably with their pets and they are sold on all the RV lifestyle has to offer.

Why RVing?⁶



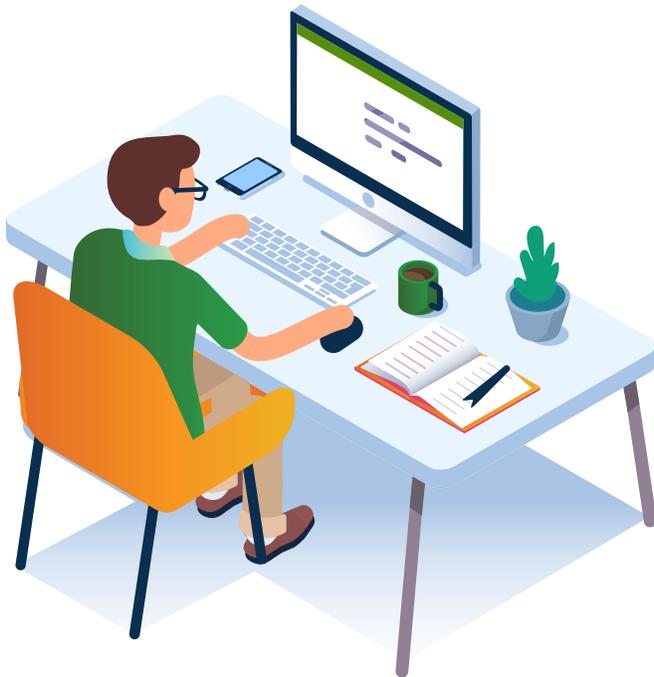
No matter how well an RV can augment their lifestyle or how excited the buyer is to get out on the road - it's still a big purchase that these buyers take seriously. They are looking for the exact unit that will fit into not only their lifestyle but their budget. As we discussed, nearly half of buyers are looking for a more affordable way to travel - and that starts with not breaking the bank on their initial purchase. With that in mind, it's not surprising that they take their time researching and comparing the various available options. Interestingly, **the largest portion of buyers are searching for Class As, followed by Class Cs, and then Travel Trailers**, but this isn't too surprising considering that the industry is still dominated by Baby Boomers, who likely have the most discretionary income considering they are done raising their kids and are entering into retirement.⁶



⁶RV Trader Consumer Survey 2018

Why RVing? (Continued)

Once these buyers make up their mind about what unit they want, they move fairly quickly down the path to purchase with 78% purchasing within 6 months of making their decision - and whether this is their first unit or their 5th, it likely won't be their last considering that 68% say they are very likely to make another RV purchase in the future. As a dealer this is really where the rubber meets the road, so to speak, because despite the financial implications of the purchase and the care buyers take in selecting the right unit for their lifestyle and family - they are likely to go through this process more than once; and if you do a good job engaging and influencing them the first time around, you could acquire a lifelong customer.⁶



Searching & Buying⁶

55%

of buyers start research at least 7 months in advance

43%

of RV buyers are searching for Class As

37%

are searching for Class Cs

25%

are searching for Travel Trailers

Why Consumer's Don't Buy

Unfortunately, there's always the potential buyer who seems to struggle to make it across the proverbial finish line - in about one-third of cases, affordability or concerns about financing are what drives the buyer's indecision. No matter how much a buyer might want to be a part of the RVing community - the money still has to line up and they certainly don't take that part of the decision lightly. Another fifth couldn't find exactly what they were looking for or were too worried about the driving or towing aspect of ownership to make the plunge. While this can seem discouraging - as a dealer, it's just as important to understand why buyers choose not to purchase as it is to understand why they do. That way, you can incorporate these concerns into your communication strategies when you encounter a buyer who seems to be a bit more hesitant.⁶

⁶RV Trader Consumer Survey 2018

Why Consumer's Don't Buy (Continued)

36%

feel it's too expensive to purchase

29%

have concerns about financing

19%

are concerned about driving/towing

19%

feel there aren't options that fit their needs

But, there's room for improvement when it comes to engaging these buyers - particularly considering that **60% say their purchase experience was the same or worse than expected**. So, as a dealer, **what can you do to elevate the process for them?**⁵

Tips for Effectively Attracting, Engaging, & Influencing Buyers

Despite feeling like there's some room for improvement in their path to purchase - **67% of RV buyers still say they would prefer to do business with a dealer**. This is a big purchase for them, and nearly a fifth of buyers spend over two years trying to decide what exactly they want and can afford; but at the end of the day, they trust the service they'll receive and the options they'll have by coming to a dealership. To make sure they continue to make that same choice - make sure to:⁶



Why Hone Your Online Dealership?⁶

It's been said before, but it stands repeating - the Internet has changed how all buyers shop, and RV buyers are no exception. Over 80% turn to the Internet for information, relying heavily on it as they explore their potential options. They check a number of sources - from online reviews to dealer websites to third-party marketplaces, like RV Trader, to social media - as they search for all the information they need to make the right decision for their family.⁶

But this change in consumer buying habits has also raised the stakes for dealers. While buyers mostly view you as an integral part of their path to purchase, they have higher expectations when it comes to the online experience you provide. **It's no longer enough** to just have a basic website with mundane inventory. Today's buyer wants to get a feel for your dealership before they arrive on your lot and that means providing a consistent, updated, and professional experience no matter where your inventory is listed. And here's the real dilemma - if you don't provide that elevated experience they're hoping for, buyers often feel it's a reflection on your professionalism and may choose to take their business elsewhere.

Tips for Effectively Attracting, Engaging, & Influencing Buyers (Continued)

To keep this from happening - you have to make sure that wherever you choose to list your inventory online, you are **intentional** and **strategic** about the way you're presenting yourself. A good rule of thumb is to provide potential buyers with all the same information they get if they were to come into your dealership - including the current price, a detailed description, and enough pictures to give them a good feel of the unit.



82%

of buyers research their options online

68%

of buyers will look to an expert - that means RV dealers

42%

of buyers are searching for their first RV⁷

58%

of buyers consulted a local dealer's website

75%

of buyers say they are less likely to contact a dealer about a listing with no price⁷

80% of RV buyers say they are less likely to contact a dealer who chooses not to include a price or has bad or missing pictures.⁷ If this information isn't readily available - most buyers get the impression that you don't understand their research process or that you will provide a similarly spotty experience in person.

Buyer Feedback: The Importance of Your Online Presence



“

If they can't get that right, they probably won't get anything else right.

”



“

If they don't care about their internet image, what else do they not care about?

”



“

If I can't get price information right off the bat, I will not buy from them.

”



“

Good description and detailed info is important. If I have to call or email for "more" info I usually don't. I find what I'm looking for elsewhere that provides this up front.

”

Tips & Tricks to Build Out Your Inventory Listings to Optimize Traffic



Price:

We understand that sometimes manufacturers have set requirements for what price you can include, particularly on new, current inventory; but it's **important to include price**, even if it's the MSRP. If you are able to offer additional incentives or deals if the buyer comes into the showroom that you can't advertise online - that's fine - but give them what information you can and then include a nod to the promotions in the description.



Description:

As you write these, try to **offer a balance between the technical specifications of the unit and a more descriptive marketing message**. You never know what type of buyer you're dealing with - so you want to have something there for everyone. One buyer may be looking for their fifth RV and only want to see the nuts and bolts of the unit, while another may be brand new to the lifestyle and be trying to understand how to use this unit or how it may fit into their lifestyle.



Imagery:

Both pictures and videos help to make your unit real for the buyer. They can start to visualize themselves in the unit, enjoying days out on the road with family and friends - and **85% of buyers say they are less likely to contact a dealer who has bad or missing pictures**.⁸ No matter which medium you choose - make sure to be completely transparent about the unit's condition. Most buyers won't mind a scratch here or there, particularly on used inventory - but if you choose to leave out any damage or past repairs in favor of telling them about that when they visit the dealership in person, you can pretty much guarantee they are going to walk away. If you provide them with comprehensive and honest imagery of the unit from the very beginning, they will already have an intrinsic trust of your dealership before they even reach out.

While implementing these suggestions on all of your listings can take some time, it will ultimately be worth the effort. It's important to remember what a big financial purchase this is for these buyers. They take it very seriously and they want to see that you are equally as invested in helping them - and that means doing everything you can to provide them with an online experience that is not only representative of your dealership, but also meets their new, elevated expectations. By doing so, you'll ultimately save time by being able to more quickly convert buyers because you've provided them with the information they need to make a decision upfront - making them more qualified when they come through your front door.



Cater to Communication Expectations

Not only have consumer expectations changed when it comes to how you're presenting yourself online - today's buyers also have elevated expectations in terms of your response times to them when they do reach out. The majority are searching on the go with 61% using their mobile phones more frequently than their computers to browse the Internet, so **incorporating the mobile buyer into your communication strategy is key** - particularly as the demographics of the RV industry continues to change. Despite their reliance on cell phones - texting is buyers' second choice when it comes to contacting a dealer with the vast majority still preferring email.^{6,8}



What Are Their Communication Expectations?⁶



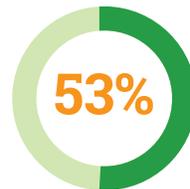
Expect to hear back from a dealer in the same business day that they reach out



Say they expect to have the keys to their new unit within a week of reaching out to a dealer



Of buyers still prefer to be contacted by email



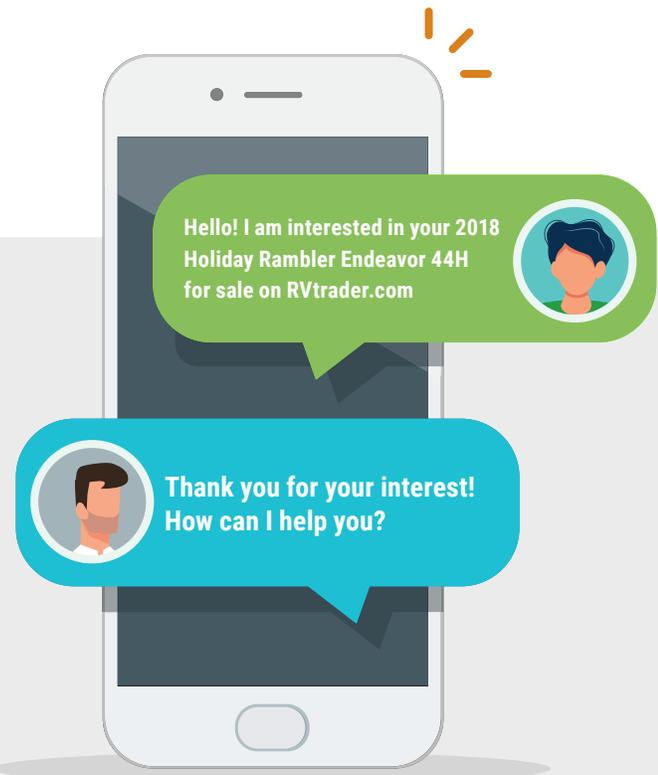
Will move on to another seller if they don't hear back



Use their mobile phones more frequently than their computers to browse the Internet

Despite **55% of buyers spending upwards of seven months researching their purchase** across a number of devices, when they are finally ready to pull the trigger - they are extremely eager with **64% expecting to hear back from a dealer in the same business day** that they reach out.

They have put in the time and effort to decide what they want, so they don't have much patience when it comes to their response time from you. Over half of buyers say that once they reach out, if they don't hear back in their preconceived timeline, they will move on to another seller - and most only plan to wait a day before making the decision to move on.⁸



⁶RV Trader Consumer Survey 2018 | ⁸RV Trader Marketplace Survey 2019

Cater to Communication Expectations (Continued)

Despite being demanding, by the time a buyer reaches out - they are nearing the end of their path to purchase with **60% saying they expect to have the keys to their new unit within a week.**⁸ At this point in the process, they've probably narrowed it down to a few units they are considering and they may have reached out to multiple dealers - so this is the time to really cater to their communication expectations and provide them with top level customer service. To set yourself apart from the competition - you should be able to articulate, consistently and throughout the sales process, why a buyer should do business with you instead of your competitor down the street. To do that - you'll want to make sure to:

1

Define your value story - You likely have an idea of what this is - and if asked, you could explain to a buyer why they should do business with you - but, have you taken the time to really write it down? Play with the verbiage? Truly define it? It's important to spend time truly crafting the messaging, really perfecting your elevator pitch, if you will. And it should be something you share proudly with your sales team and your customers. This message should be incorporated into your communication strategy with potential buyers. Tell them early and often why your dealership is different and valuable.

2

Prepare for all types of buyers - We've already talked about how there are various demographic profiles within our industry, so it's important to make sure your value story and customer experience translates for each. Buyers like to feel like the purchase experience is personal - so make sure you're doing that for them. But, keep in mind, just because you may tweak your value story to accommodate the needs of various buyers, doesn't mean the core of your messaging should change.

3

Regularly train your employees - It's a poor experience for a buyer to hear four different messages from four different people working at your dealership. Your value and unique differentiators should be something that every single person on your team can share without hesitation. But your team will only understand the importance of this if you enforce it - so make sure to spend time explaining why it's important, how it should be used, and when they should use it. Consider putting together talk tracks for your team to help them understand what to say and then conduct role plays or review real customer communications to help practice.

You shouldn't limit your communications with potential buyers to just when they reach out. As potential buyers search, **68% say they would like to consult an expert for guidance** - so you have an opportunity to meet them when and where they are engaging to position yourself as a resource for them within this industry - and that brings us to our next recommendation.⁶



⁶RV Trader Consumer Survey 2018 | ⁸RV Trader Marketplace Survey 2019

Engage Organically

RVing, by its very nature, is about community - so it's no surprise that when it comes to their search, **buyers turn to the larger RVing community for advice and guidance.** Aside from dealers, no one knows the ins and outs of the lifestyle better than other RVers, so potential buyers rely on them for information - connecting with them through social media, word of mouth, forums, etc. - with the hope of getting real life, practical advice to help them make their decision.

Where Do They Engage?

As a dealer, there's nothing you can do to control the conversation that these consumers are having - you can't stop what they are going to say, but that doesn't mean you don't participate. As we said before, 68% are looking for an expert to rely on for information, and as a dealer - you certainly fit the bill. By engaging in the organic and honest conversations happening among the RV consumer audience, you can potentially influence buyers' thoughts and opinions as they move down the path to purchase.⁶

But here's the catch - in these naturally occurring conversations, consumers won't react well to you joining solely for self-promotion. They are there to engage with their community, get information, swap stories, share their expertise, etc. - and they welcome your input, but you have to provide information that's valuable and relevant to the conversation, not just talk about why they should do business with your dealership. Don't get us wrong - you can subtly share what your dealership has to offer, but it should feel like a cohesive fit with the conversation and provide value to the consumers engaging with you.



⁶RV Trader Consumer Survey 2018 | ⁷HotJar 2019

Where Do They Engage⁶

74%

pay attention to ratings and reviews from other consumers

69%

of buyers like to share their knowledge with others

43%

consult family and friends

27%

check out forums

21%

of RV buyers consult social media

To Develop an Organic Presence Online, You Need To:



Develop Evergreen Content

As a dealer, you intrinsically have knowledge and information that can help a consumer get to their ultimate decision. From new model specs to unit comparisons to common mistakes buyers make - these are all things that you see or experience day in and day out, but diving deep into any of these topics would be unbelievably helpful to a buyer as they are considering their options. You can also focus on helping them get involved in the lifestyle - **offering tips about where to go RVing in your area, providing information on local RV clubs that new buyers could join, or highlighting accessories that buyers might want to augment their experience.** We won't lie - producing content like this can be time consuming, but having these resources will be well worth the time you invest in creating them. These are the materials you need to engage organically with potential buyers and by sharing this type of information you keep buyers coming back to you beyond just when they are looking to make a purchase, making you their go-to resource for the lifestyle, overall. Since content production does take time - we'd recommend starting with articles that can be reused year after year and then dive into more niche topics as your content library grows.



Build Up Your Social Media Presence

Social media is the perfect compliment to a good content strategy because it gives you another way to put your content in front of consumers who are, hopefully, eager to engage with it. Social media is a visual medium, so it's important to spend time picking out strong and interesting images that represent what you've written, including that evergreen content we just highlighted, and can catch potential buyers as they scroll through their feeds. But you don't have to just stick to articles or guides as you build up your social presence. Platforms like Facebook, Instagram, and YouTube are great ways to highlight your inventory - but you have to tow that **very fine line between being overly self-promotional and providing consumers' with something valuable;** and when done right, inventory can be some of the highest performing posts on social media.

We'd recommend highlighting something unique or interesting about a unit, rather than focusing on the technical specs or the price. Of course, you'll want to include a link to the unit so a consumer can get those details if they want them - but on the actual social platforms, it's about the organic conversation and getting them to engage with you. We find that those who are most successful in social media are storytellers. They weave their expertise into a passion for RVing and their own experiences, so stay focused on that as you navigate these channels.



Actively Engage with Reviews

Across social media and major search engines, the RV community loves to share their opinions - good, bad, or indifferent. They want to offer help and guidance to others interested in the lifestyle - and they aren't necessarily going to hold back to spare your feelings. They are a part of this larger community; so looking out for each other is first and foremost with nearly **70% of RVers saying they like to share their knowledge with others** - and what they have to say matters because nearly 75% of potential buyers shared that reviews do have an impact on their perception of a dealership. While you can't stop what buyers may say about you online - you can potentially influence it and you can absolutely respond to it.



Actively Engage with Reviews (Continued)

If your dealership has a good experience with a customer, you should proactively ask them to provide a review online to share the experience with their peers. If they agree, you should make sure to publicly thank them for their kind words and reiterate what a pleasure it was to work with them. On the other hand - if you happen to get a less than glowing review, it's even more important that you respond. You want to show other buyers out there that you take constructive criticism seriously, are doing everything in your power to resolve the situation, and plan to incorporate the feedback into your processes moving forward.

Engaging consumers organically allows you to meet them outside of your dealership, extending your value, and creating a deeper, lasting relationship that has the potential to extend beyond just the sales cycle. But if you're looking to expand your dealership's portfolio, make some additional revenue, and also build a lifelong customer - you may want to look deeper into the RV rental market.

Consider Rentals

In terms of filling your pipeline with potential buyers and influencing their path to purchase from the very beginning - including rentals in your portfolio is something you should consider. The sharing economy has taken hold across a number of industries and grown in popularity over the past ten years. From ride-sharing with Uber or Lyft to staying in strangers' guest rooms with Airbnb to captaining a local's boat with GetMyBoat - consumers are more comfortable than ever using someone else's stuff and prospective RVers are no exception.

According to KOA's 2018 consumer survey, currently **¼ of all campers use an RV, but 44% of them don't own that unit.**¹⁰ They have an interest in RVing, but are choosing to enter the lifestyle initially without purchasing - and they tend to rent two to three times before determining if they even want to.⁶ Of those renters who ultimately decide to purchase, 75% say they plan to do so in the next two years; so renting doesn't necessarily speed up their purchase timeline, but it gives you, as a dealer, the opportunity to be involved with this consumer, gaining their loyalty and trust, from the day they get involved with the lifestyle.⁶ By putting in the time on the front end, you have the opportunity to gain a lifelong customer, helping to guide and influence them as they move through various phases of ownership and still making revenue from them along the way.



More than half of renter/buyers rent 2-3 times before making a purchase

1 in 4

rent 4+ times



3 out of 4 renters say they are very likely to purchase an RV in the next 2 years

78%

of renters say they would prefer to do business with a dealer

⁶RV Trader Consumer Survey 2018 | ⁷<https://www.forbes.com/sites/tarunwadhwa/2018/07/25/five-ways-to-scale-up-the-global-sharing-economy/#5fcf7b0e2ec5> | ¹⁰KOA North American Camping Report, 2018

Considerations When Assessing a Rentals Offering

While the peer-to-peer rental market has been popular in other industries, when it comes to RVs - **78% of renters would prefer to do business with a dealer**; and that's true whether they are renting or buying so being able to offer both is a big competitive advantage. If you are thinking about getting into rentals - a couple of decisions you'll want to make right off the bat are⁶:



How Will You Acquire a Fleet? - There are two options - a dealer owned fleet or a dealer managed one. If you opt to own your fleet, you would obviously purchase inventory outright for the sole purpose of renting it out. The big advantage of this model is that you don't have to share any of the profits with someone else, as you would in a dealer-managed model, but you're also completely responsible for all the other expenses that come along with ownership. In a dealer-managed model, the actual owner of the unit covers the purchase and maintenance costs - but you help them with renting it out and get a share of the profit for your efforts. Either option offers your dealership a way to generate extra revenue, while cultivating a new customer - and it doesn't have to be all or nothing. You can do a mix of both based on what works for your dealership - and we often hear of dealerships starting with a dealer managed fleet to lower their cost of entry into the market, but then converting to a fully owned fleet over time.



How Will You Manage Bookings? - While you could choose to do this on your own - it can be complicated. Keeping your rental calendar up-to-date and managing multiple reservations at once can be a time consuming task because if you don't have a calendar that automatically updates when someone makes a reservation, you're left to take care of this via phone call and email, going back and forth to nail down a renter. We'd recommend working with a third party listing site, like RV Trader, that has these processes already built into the platform - making managing your bookings a seamless process.

How Much Could You Make? - According to our industry research, on average, you can charge between:



\$75 - \$175 per day for Travel Trailers

\$125 - \$250 per day for Class C Motorhomes

\$150 - \$300+ per day for Class A Motorhomes

Using those prices as a guide, if you are able to rent your unit for 100 nights a year - you stand to make between \$7,500 - \$30,000 in additional revenue annually; and that's if you only have one unit to rent and only have it occupied for **1/3** of the year. And - keep in mind, this revenue is in addition to what you're already making from your dealership sales.¹¹

Including rentals as a part of your dealership not only has the potential to add significant revenue to your bottom line - as we said, it also gives you the opportunity to cultivate potential buyers from the moment they show an interest in the RVing lifestyle, helping you gain a lifelong customer.

⁶RV Trader Consumer Survey 2018 | ¹¹<https://www.makingsenseofcents.com/2017/09/how-to-make-extra-money-by-renting-out-your-rv.html>

CHEAT SHEET: The Modern RV Buyer

Thanks to affordable gas prices and the ease with which potential buyers could qualify for a loan, RV buyers have historically made up the bulk of our industry's consumers; but with the growth of RV rentals, two new consumer segments - the renter and the renter who buys - have emerged, each playing a key role in the industry's future.¹

The RV Buyer²

Married Boomers looking to capitalize on their retirement

47%

are Baby Boomers

51%

only have 2 people in their household

44%

are employed

65%

make less than \$100k annually

79%

are married

The RV Renter²

Millennials looking for an affordable way to travel with their families

63%

are millennials

59%

have 3 or more people in their household

74%

are employed

66%

make between \$50k - \$100k annually

65%

are married

The Renter Who Buys²

Affluent millennials looking to invest in a lifestyle for their family

59%

are millennials

56%

have 3 or more people in their household

74%

are employed

48%

make less than \$100k annually

66%

are married

Contact us **(877) 354-4068**

¹<https://money.cnn.com/2017/07/12/news/economy/rv-industry-comeback/index.html> | ²RV Consumer Survey 2018

Capturing The Modern RV Buyer

67% of RV buyers say they would prefer to do business with a dealer because they trust the service they'll receive and the number of options they'll have. But this is a big purchase for them - which is why nearly a fifth of buyers spend over two years trying to decide what exactly they want and can afford - and they have high expectations for their buying experience.¹

So, as a dealer, what can you do to **attract, engage, and influence** these buyers and ensure that when the time comes - a buyer chooses to do business with you? We recommend:



Attract
Hone Your Online Dealership or Showroom

80%

of buyers turn to the Internet for information¹

Top 3 Takeaways:

- Wherever you choose to list your inventory online, be intentional and strategic about the way you're presenting yourself
- Provide potential buyers with *all* the same information they get if they were to come into your dealership
- Every listing should include the current price, a detailed description, and enough pictures to give them a good feel of the unit



Engage
Cater to their Communication Expectations & Engage Organically

64%

of RV consumers expect to hear back from a dealer the same business day that they reach out²

Top 3 Takeaways:

- Share knowledge and information with potential buyers early and often through their path to purchase to make yourself a go-to resource
- Respond to every comment, good or bad, because you can't stop what buyers may say about you online - but you can contribute your perspective
- Train your team so they feel comfortable being an expert for potential buyers while sharing your value story and unique differentiators



Influence
Consider Rentals

78%

of renters say they would prefer to do business with a dealer¹

Top 3 Takeaways:

- ¼ of all campers use an RV, but 44% of them don't own that unit - indicating they are entering the lifestyle initially without purchasing³
- 75% of renters who plan to buy say they plan to do so in the next two years, but plan to rent two to three times beforehand¹
- If you are able to rent your unit for 100 nights a year - you stand to make between \$7,500 - \$30,000 in additional revenue annually⁴

Contact us **(877) 354-4068**

¹RV Consumer Survey 2018 | ²HotJar 2019 | ³KOA North American Camping Report, 2018 | ⁴<https://www.makingsenseofcents.com/2017/09/how-to-make-extra-money-by-renting-out-your-rv.html>

Conclusion

The past seven years have brought unprecedented growth to the RV industry, but the industry is changing as indicated by sales slightly leveling out this year and consumers continuing to show an interest in renting RVs rather than just diving into the purchase process. No matter where we're headed - as a dealer, manufacturer or rental broker, **it's imperative that you focus on more deeply understanding not only who your consumers are**, but also what broader trends, both in our industry and outside of it, could potentially be impacting their expectations of you; and then use that knowledge to elevate the experience you're providing both online and in your dealership or showroom.

In this changing market, **adapting your sales strategies to align to these evolving consumer trends** is what will allow you to be most successful with this growing subset of RVers. The reality is, renters have the potential to be life-long customers for your business, returning multiple times and even potentially turning into evangelist who share their experience with their network; so being able to deliver a quality experience that delights them right from the start is what will allow you to stand out among the competition and win marketshare.

RV Trader™ is the industry-leading marketplace for buying and selling new and used RVs, including Class A, B, and C vehicles as well as campers and trailers, with more than **2.6 million unique monthly visitors**. Listing inventory through RV Trader helps dealers increase their visibility, generate customer connections, drive sales and maximize profits. **RV Trader** is a division of Trader Interactive and belongs to the well-known "Trader" family of linked brands.

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