

A GUIDE TO: Selecting Your RV Dealership

Find the Best Price!





ABOUT

RV WHOLESALE SUPERSTORE

Family owned and operated since 1972, RV Wholesale Superstore has been selling and servicing a variety of recreational vehicles to customers just like you. We have a long tradition of customer service excellence because we recognize that our customers are part of our family and because we've partnered with the best manufacturers in the RV business.

We stock more than 25 brands from major manufacturers like Forest River, Palomino, Coachmen and Keystone including, many different travel trailers, fifth wheels, toy haulers, sport utility RVs, hybrid expandable RVs, and pop-up trailers. Our factory-trained professionals are here to help you find the RV that is right for you.

We understand that today's customer is value-driven. Our mission is to help you find the right RV for the right price and provide you with the best service long after your purchase.

RV Wholesale Superstore has a global reach. While our show yard is located just outside of Toledo, Ohio, we specialize in wholesale RVs shipped throughout the United States, Canada, and overseas. Visit us online at www.rvwholesalesuperstore.com, in-person at 5080 W. Alexis Road, Sylvania, OH, or call **844-601-1171**.



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BUYING A RV

Thinking about purchasing a RV? Now is the time!

More and more couples, young families, and adventurers of all ages are choosing the RV lifestyle. And why not? RVs offer an affordable option for family vacations and even long-term housing! RVing is an opportunity for family members and friends to spend time together while also enjoying nature, exploring new territories, or participating in sports.

Of course, when it comes to buying a RV, price is a huge factor. After all, you're probably considering a RV purchase as an overall way to cut expenses while still having fun. And that's great! It is important to understand how RV dealerships price RVs, because that's the only way you'll know if you're getting a fair deal. Your first step – after you decide which RV model(s) you're interested in – is to scope out the local RV dealerships.

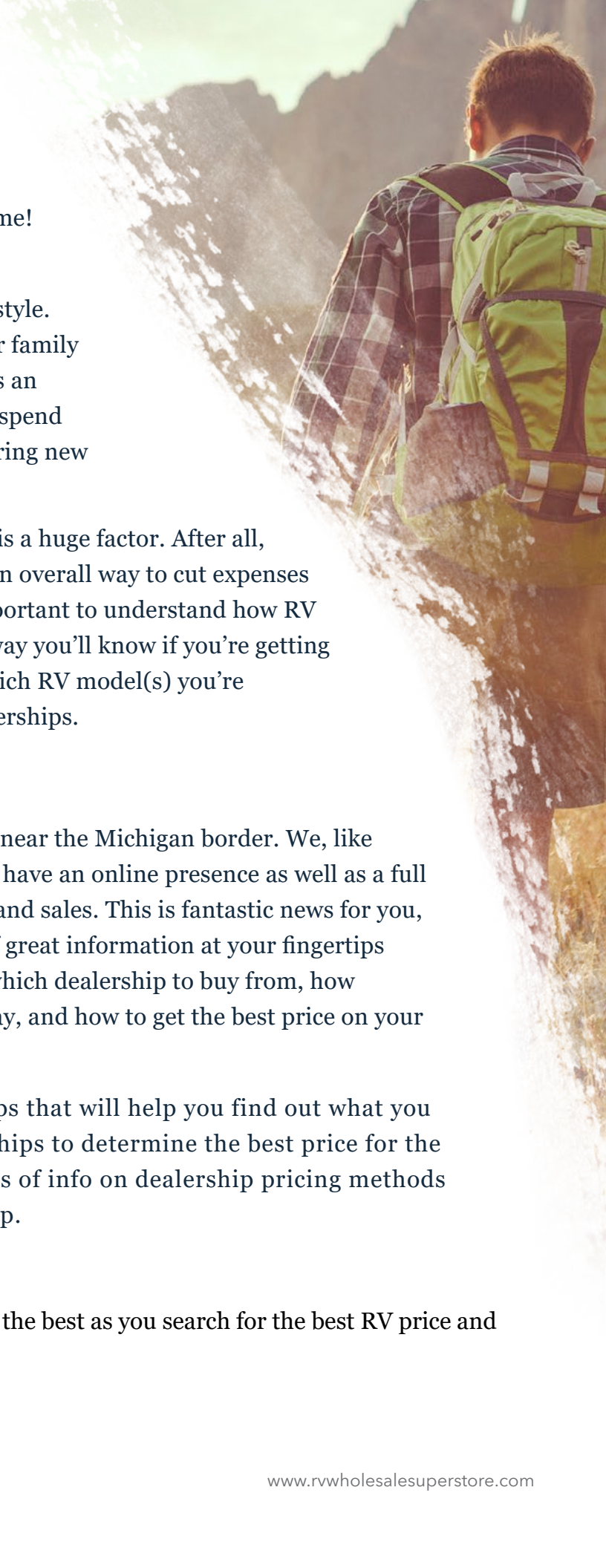
YOUR BUYING JOURNEY

Our RV dealership is located in Sylvania, Ohio, near the Michigan border. We, like many of the other local dealerships in our area, have an online presence as well as a full team to help with customer service, questions, and sales. This is fantastic news for you, the RV buyer! This means that you have a lot of great information at your fingertips – information that will help you to determine which dealership to buy from, how dealerships price RVs, how much you should pay, and how to get the best price on your next RV purchase.

In this eBook, we'll take you through the steps that will help you find out what you need to know: how to investigate RV dealerships to determine the best price for the RV you want. To do that, we've compiled tons of info on dealership pricing methods and crafty ways to investigate each dealership.

LET'S GO!

Your RV journey is well on its way! We wish you the best as you search for the best RV price and the best RV dealership to purchase from.



INTRO TO RV DEALERSHIPS

Buying an RV is a big decision.

If you have a young family or are part of a senior couple, your budget is of utmost importance. You can't afford to spend too much on an RV, especially when you're buying it to save money on vacations and housing!

One thing you must understand as you search for the RV of your dreams is this: Not all dealerships price their RVs in the same way.

THE DIFFERENCE IN DEALERSHIPS

This probably isn't news to you. Most likely, this RV isn't the first vehicle you've purchased or have considered purchasing. You may have been to either a car or sports vehicle dealership and experienced the sales process once or twice before. Even if you haven't experienced this yourself, you've definitely heard or read about another person's experience with buying an RV (and believe us, we know what a mixed bag reviews can be).

So, if you're like many of our customers, when you first enter a dealership, you're cautious; you don't really know what to expect. Will it be an excellent transaction, like Uncle Todd's was? Or will you find yourself regretting your purchase, like your friend Betty and her husband do?



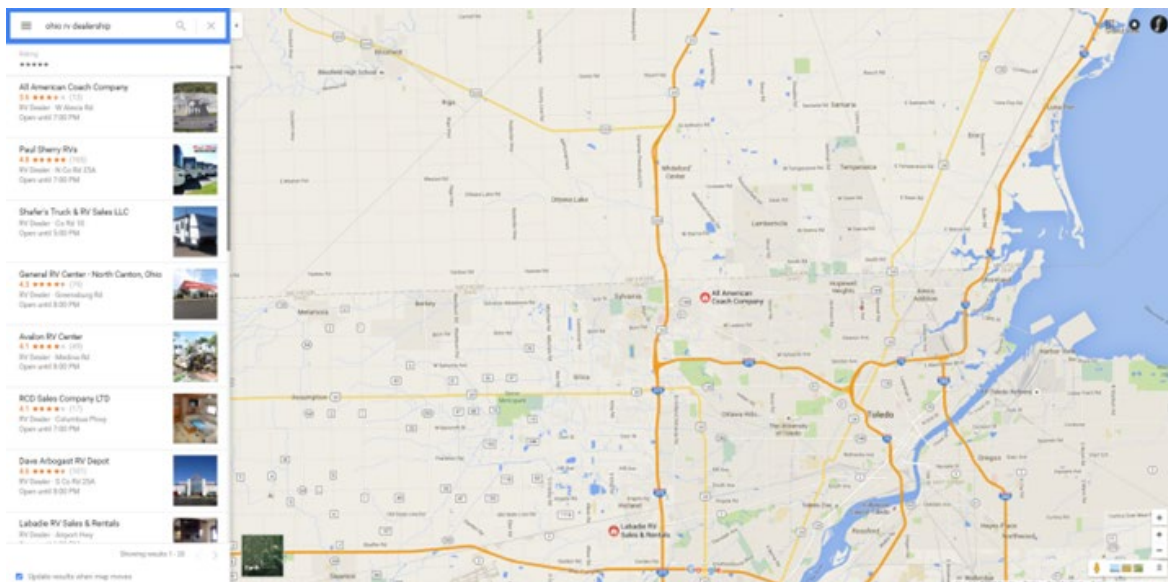
INVESTIGATING YOUR LOCAL DEALERSHIP

To understand how a dealership prices its RV stock, you must understand the differences in RV dealerships. To start, you'll need to gather information about the RV dealerships in your local area.

Create A List

First, create a list. (Ideally, save the list in a spreadsheet. Add information to it as you go through your investigation. This is very helpful if you plan to investigate a large number of dealerships.)

1. Ask friends and family for a local RV dealership referral
2. Search Google for a listing of local dealerships
3. Visit each dealership's website
4. Select five to ten dealerships you'd like to investigate, based on your research



Google results for Ohio RV dealerships. You can view location, ratings, and more!



Dive Deeper

Once you have a list, check out the following items for each dealership:

1. Website
2. Social Media
3. Online Reviews
4. Customer Service

Here's what to look for when you're investigating:

WEBSITE

A dealership's website is its virtual storefront – the hub of its online presence. You can find out a lot about a company by looking at its website. First, if the dealership doesn't have a website or has a very poor website experience, you must ask yourself if they care about meeting the needs of their customers.

1. Design
 - a. What's your initial reaction to the website?
 - b. Do you understand the brand message?
 - c. Is it professional?
 - d. Is it easy to find what you are looking for?
2. Content
 - a. Is there an "About Us" page?
 - b. What can you find out about the staff?
 - c. Is there a blog / news section? What do they post?
3. Prices
 - a. Are prices listed anywhere?
 - b. If not, how do you determine price?

Here are a few examples of RV dealership websites:

SOCIAL MEDIA

Delving into a dealership's social media presence is an excellent way to find out more about the dealership. Be sure to keep an eye out for any pricing information, including mentions of sales, RV shows, events, and specials.

1. Accounts
 - a. Are they present on the platforms you use regularly?
 - b. Are the accounts professionally branded?
 - c. Is the account information consistent and clear?
2. Posts
 - a. How often do they post?
 - b. What type of info do they post?
 - c. Do you find their posts interesting, relevant, and personal?
3. Prices, Sales, Specials
 - a. Are there any references to prices in any social posts?
 - b. Do you see special events or sales in any posts?

An example of a post that can give you more info about dealership pricing:



ONLINE REVIEWS

To find online reviews for an RV dealership, simply go to Google (or Bing or Yahoo!) and type in, “Local RV dealership reviews.” Or, if you have a list that you’re going through, type in the dealership’s name and include “reviews” in the search query.

1. Amount
 - a. How many reviews are there?
2. Type
 - a. Are they positive, negative, or neutral?
3. Themes
 - a. What things are consistently mentioned (good or bad) in the reviews, overall?
4. Longevity
 - a. When is the most recent review?
 - b. When is the oldest review?
 - c. Have things improved (or deteriorated) over time?

Examples of online reviews:

All reviews > Dealers > Westland Camping Center >

Westland Camping Center
Complaints and Reviews

Had an experience with Westland Camping Center? Write a review

Submit or Make a recorded call to customer service

Respond to your customers

Customers like	Customers don't like
Friendly upfront before sale : 0 ISSUES RESOLVED	Customer service and treatment : 226 VIEWS
3 REVIEWS	\$25 CLAIMED LOSSES
\$2 AVERAGE	

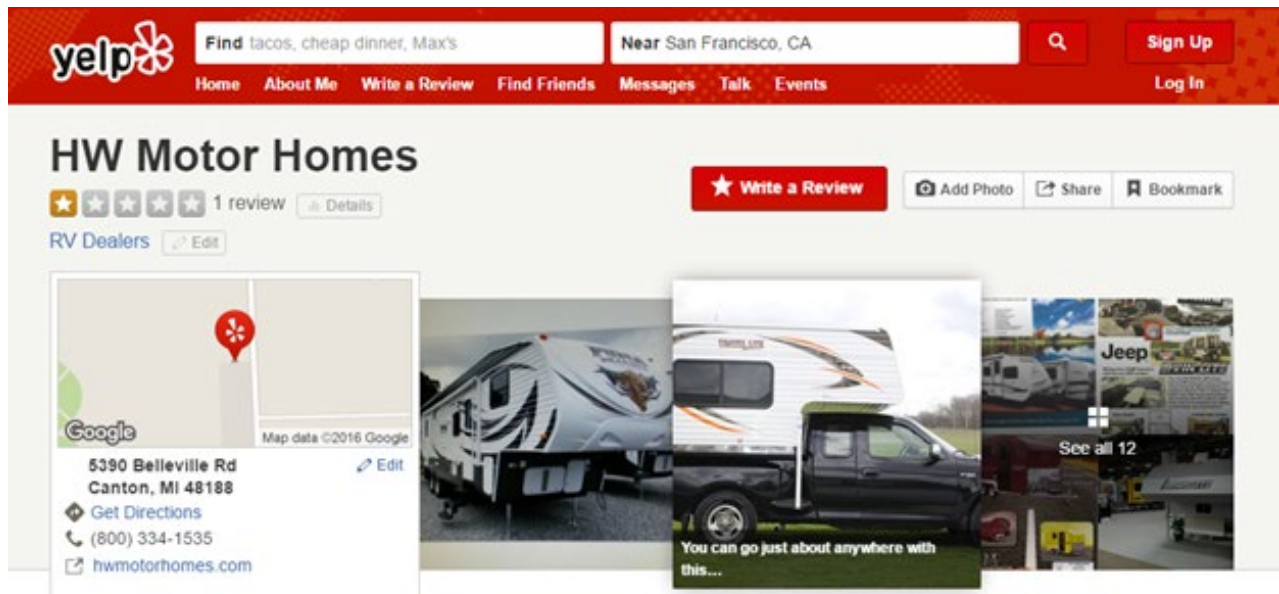
Company or keyword

Westland Camping Center - Warning! Bad RV Dealer

Jun 05 | Westland Camping Center | Dealers | Westland, Michigan | Westland Camping Center By Rental | 11 REVIEWS RATING: 4.5

Now that I am back from vacation I have to say I am very disappointed in my experience at Westland Camping Center. My family and I rented a RV from Westland Camping Center to enjoy northern Michigan parks for the week. What a mistake! In addition to the RV being





CUSTOMER SERVICE

To investigate and rate a dealership's customer service, use different forms of contact to get a sense of how professional and responsive the dealership is.

You'll contact the dealership in multiple ways, and determine the following:

1. How do they respond?
2. Do they respond quickly (or at all)?
3. What is the tone of the response?
4. Overall, was your question answered?

Here are a few ways to contact a dealership. Once you've contacted a dealership in several ways, you'll begin to understand more about how professional and consistent the dealership is.

1. Submit an online contact form – usually found on the dealership's website, on the "Contact Us" page (Ideally, contacting a dealership online via its website should be a quick and easy process.)
2. Engage in a Live Chat session – again, found on the dealership's website. Find out if the person with whom you're communicating is actually at the dealership or not.
3. Give them a call.
4. Send a message through a social media channel or post on their feed.

Notice – and take advantage of – the Live Chat feature on a dealership's website.

The screenshot displays the RV Wholesale Superstore website. The top navigation bar includes links for Home, About Us, Finance, Shipping, The RV Blog, and Tow Ratings, along with a phone number: Call: (855) 410 0419. Below the navigation bar, there are icons for various RV types: Travel Trailers, Fifth Wheels, Motorized, Sport Utility, Expandables, and Destination. A banner for "Summer Spectacular" features the text "It's Time for SUMMER SAVINGS" and a description of manager's specials. Below the banner, there are sections for "Full Inventory" and "Looking For a Pre-Owned RV?". The pre-owned section lists several models with their prices: Viking 17BH (\$10,999), Kodak 235 (\$9,999), Travel Lite 1500RX 8 bed (\$10,999), Cougar 302RLS (\$14,999), and Homet H1600 32B. A "Used Inventory" section is also visible. In the bottom right corner, a live chat window is open, showing a profile picture of Wes Pina and buttons for "Chat with Us" and "Text an Expert".

HOW DEALERSHIPS PRICE RVS

When researching a dealership, keep your eyes open for how that dealership handles pricing and pricing information. This will give you great insight into what you can expect from that dealership when the time comes for you to negotiate a price on your RV.

MANUFACTURER SUGGESTED RETAIL PRICE

Just like with the auto industry, MSRP is the suggested price from the manufacturer. Manufacturer cannot set the price at which dealers sell their vehicles, but they do make a recommendation that includes standard equipment plus any factory-installed options.

NADA AVERAGE RETAIL

This price is the average retail price as determined by NADA (National Automobile Dealers Association). NADAguides.com is the largest publisher of the most market-reflective vehicle pricing and information available for automotive, classic cars, motorcycles, boats, RVs, and manufactured homes. (According to <https://www.nada.org/ProductsServices/NADAGuides/>.)

The NADA average retail price is the full retail price of an RV with zero discounts or specialty pricing. This is the first price you should know as you compare RVs.



SPECIAL SHOW PRICES

All across the country – including our location on the border of Ohio and Michigan – there are many RV shows you can attend. When considering prices for RVs, it's important to know that, many times, you'll see lower prices at RV shows (compared to NADA avg. retail or the base price on a dealership's website). That's why it's important to look through a dealership's social media posts and "News" section of its website – here you should be able to find information about past shows that will hopefully give you some indication of the pricing a dealership uses during a show.

WHOLESALE PRICES

Another price you need to know is the wholesale price of the RV you're interested in. The wholesale price offers the RV at a significant reduction to the retail price. This is the lowest price you can expect to pay for an RV.

COMPETITION

Of course you'll want to compare the price of your future RV across several dealerships. Be sure to include this price in your spreadsheet, so it's easy to sort and analyze.

HIDDEN PRICES

Dealerships may also hide an RV's price by requiring you to "Call In" or "Fill Out a Form." What this means is that there may be some negotiating involved. Which brings us to the next point...

NEGOTIATING PRICE

Another thing to keep in mind regarding dealership pricing is that not all dealerships negotiate. Find out if your dealership offers an up-front price or if they expect you to negotiate with them first.



HOW MUCH SHOULD I PAY FOR A RV?

Knowing how much you should pay for an RV isn't an exact science. But you can get a pretty good idea of what you should expect to pay for an RV if you know what model you're interested in and you're willing to do some research before you purchase it.

5 STEPS TO THE BEST PRICE FOR A RV

Here's a quick, 5-step list to knowing how much to pay for your RV:

1. Know the MODEL you want to purchase.
2. Know the MSRP and NADA average retail price of this model.
3. Research potential dealerships that you are considering making the purchase from.
4. Find out what others in your local area have paid for the same model.
5. Check out RV show listings nearby – attend a show or two and note the show sale prices.

#1 THING YOU MUST KNOW

There is one rule you always need to keep in mind: know your budget before you begin. Know exactly how much you can afford to pay and how you plan to pay it. (For help and resources, read our eBook, [Financing Your RV.](#))

GET THE BEST PRICE ON YOUR RV

Getting the “best price” on your RV isn't an exact science, either. If you figure out how much you can afford and how much you should pay, then getting the best price – or, rather, the right price for you for the RV you want – should be easy.





RESEARCH & REFLECT

This is where your research into dealerships will pay off! By now you've looked at several (or more) RV dealerships. You've explored websites, sifted through blogs, perused Facebook feeds, and used Live Chat features. Even if you haven't kept a strict record of the information you've gathered, you can form an opinion about the dealerships you've interacted with.

FIELD TRIP

Take the dealerships that you're still interested in, and visit them! Get a feel for the staff, the location, the RV stock. Knowing what you know – the NADA retail price, show sale prices, competitors' prices – you'll be able to see if the price you're given for an RV is fair or not.

INVESTIGATE US

Take charge of your RV buying journey by educating yourself. Before you make a large purchase, know what you're getting into in regards to a dealer and RV price.

We'd like to invite you to investigate our online presence and tell us what you think!

Our Website

WEBSITE: www.rvwholesalesuperstore.com

BLOG: <https://rvwholesalesuperstore.com/blog/>

ABOUT US: <https://rvwholesalesuperstore.com/aboutus/>

Our Reviews

FACEBOOK REVIEWS: <https://www.facebook.com/rvwholesalesuperstore/reviews/>

Our Social Media

FACEBOOK: <https://www.facebook.com/rvwholesalesuperstore>

TWITTER: <https://twitter.com/rvwholesales>

YOUTUBE: <https://www.youtube.com/c/rvwholesalesuperstoresylvania>

PINTEREST: <https://www.pinterest.com/rvwss/>

HOW WE PRICE RVS

We offer the following information on most of the RVs on our website:

1. NADA Average Retail Price
2. Competitions' Price
3. Wholesale Price (Our Price)

RV Wholesale Superstore also attends many RV shows in Ohio and Michigan. Keep an eye on our social media accounts to find out when we'll be in your area!

SHOP RV WHOLESALE SUPERSTORE IN-PERSON OR ONLINE

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