

8

STEP RV RENTAL GUIDEBOOK

TO START AND MANAGE AN RV RENTAL
BUSINESS USING



Listing your RV on platforms like RVShare and Outdoorsy is a great way to build an RV rental business and earn income from your RV.

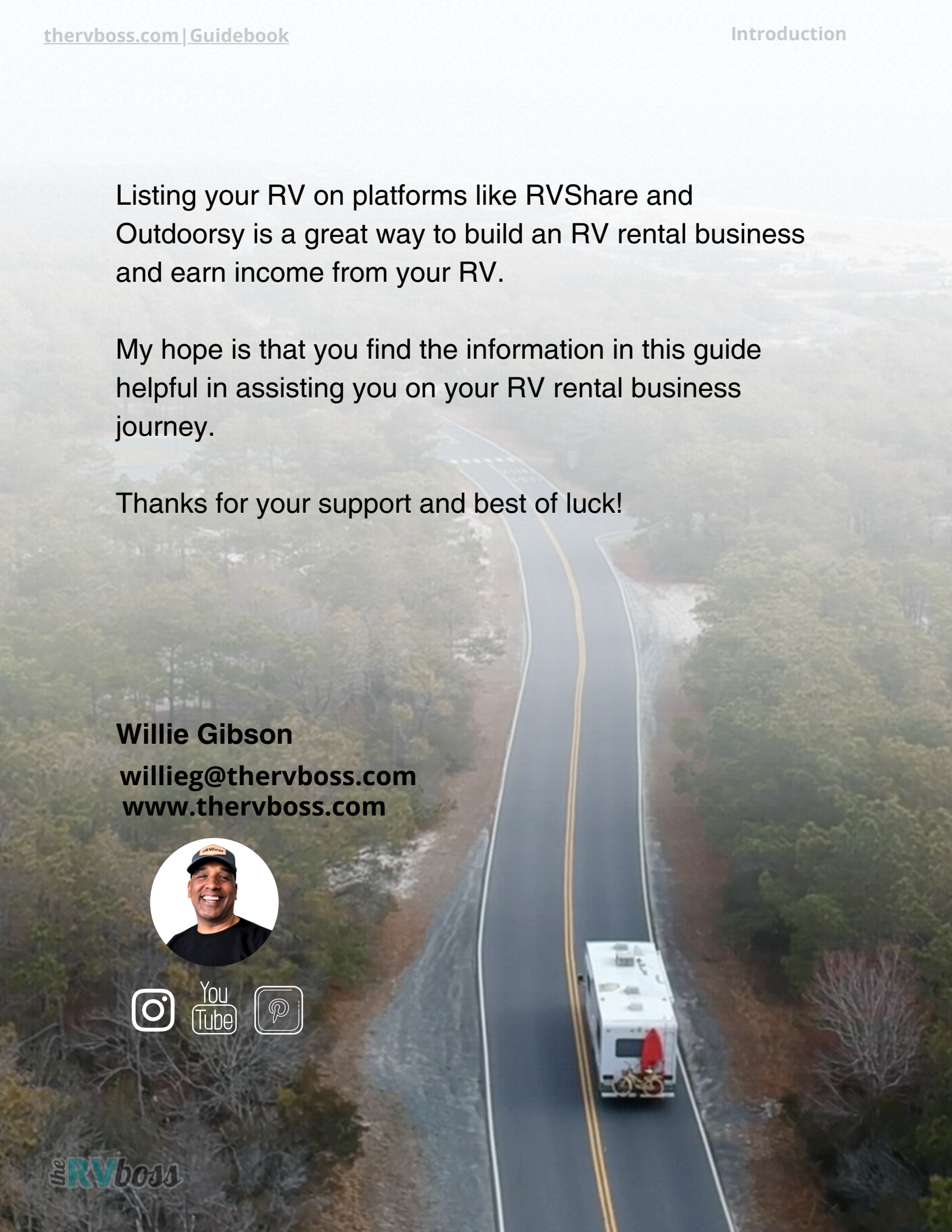
My hope is that you find the information in this guide helpful in assisting you on your RV rental business journey.

Thanks for your support and best of luck!

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01 **VEHICLE SELECTION**

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- 01 Vehicle Selection**
 - 02 Good Listing**
 - 03 Pricing**

VEHICLE SELECTION

- Decide whether to buy a used or new RV (RV's 13yrs or older have insurance limitations through Outdoorsy)
- RVTrader.com is a great resource to find RV's for sale from dealers and private owners nationwide.
- Research your area to find which RV Class (A,B,C, Trailer) is right for your market (Outdoorsy survey shows Class C's and trailers are most popular)

GOOD LISTING

- Create a demonstration video of all the amenities and post it on YouTube
- YouTube channels are free to start and are a valuable resource for showing off your RV to renters
- Take lots of interior photos from different angles showing all amenities with image sizes no larger than 900px wide x 600px.
- Add photos that tell a story like images of the RV parked in cool locations or in use. This can create an emotional attachment to your RV and your booking rates will go up.
- Stage the RV with items that make it feel cozy like pictures on the wall, flowers/plants and comfortable looking blankets and pillows
- Create a quick welcome video that gives renters an idea of who you are and what to expect when they rent your RV



NIGHTLY RATE

- Check out a local RV rental dealership (online or drop by), understand what they are renting and how your RV can stand out and be competitive
- Do a quick search on Outdoorsy for similar RVs to yours and check out their rates
- Create seasonal and special packages or pricing for those dates so that you can maximize your potential earnings



04 RV INFORMATION

05 ADD-ONS



ADD-ONS

- Offering add-ons—either charged as add-ons or included in the rental fee—can help attract more rentals and upgrade any trip (i.e. BBQ setup, outdoor/indoor games, bikes and bike racks)
- Stock your RV with all the basics, including kitchenware, cleaning supplies, linens, etc. as part of the rental package
- Offering unlimited mileage and generator use can often win business and be the psychological advantage to securing bookings



RV INFORMATION

- Research and ask other renters about their trips and some of the top campgrounds they have visited and then offer that information to prospective renters
- Research all waste dumping locations in the area and provide to renters
- Offer a few RV app recommendations that will help your renters while on the road. Some I like are (RV Dumps and RV Parky) and there are many different ones that help find rest stops and best roads to travel





06 REMODELING 07 REVIEWS

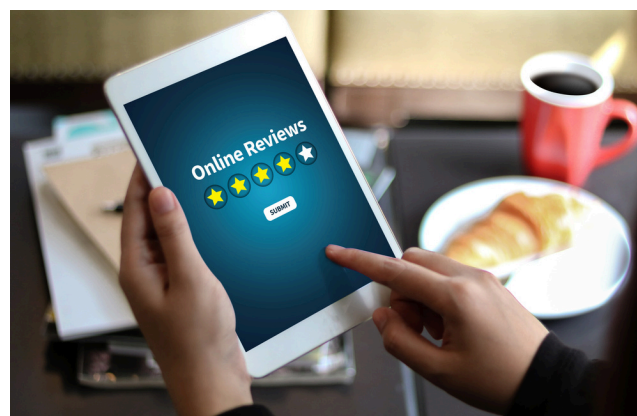
RV REMODELING

- With used RVs sometimes painting the walls white or light solid color can give the interior a warm, home feel and make your RV stand out amongst the competition
- Consider installing a BackUp Camera if it doesn't come with one. Renters feel more comfortable driving RV's with cameras and often that will be a deciding factor to rent your RV
- Most renters have multiple mobile devices that need charging so it's good to add as many usb charging ports as possible throughout the RV if it doesn't have any.
- RV bed Mattresses are terrible so it's good to add a memory foam topper or mattress
- Many older RV's come with carpet that attracts crazy amounts of dirt. It's best to replace it if possible with a waterproof easy to clean laminate style or another similar style material



REVIEWS

- Reviews do matter and can make a huge difference in driving traffic to your listing
- Be really detailed and communicative with renters throughout the booking, rental and post-rental process.
- Let them know upfront about any restrictions and penalties that could lead to extra charges so there are no surprises.
- Be available and responsive to text/calls before, during and after the reservation period
- Create a google business profile and ask for a review whenever possible



07 SOCIAL MEDIA



SOCIAL MEDIA

- Listings get a boost when they're "favorited" by Outdoorsy members and shared on social networks.
- Start a Facebook page to allow renters to share their vacation photos, to get reviews for your RV and get search engine optimization for your listing. You can even run cheap facebook ads to targeted audiences for last minute rentals or specials you want to run
- Start a Youtube channel to post videos about your RV and also get free advertising
- Create an Instagram page and post photos of your RV and renters using it
- Create a free Google Business Account that will allow your listing to rank for RV rental searches on Google



ADDITIONAL RESOURCES



SHOP RVS

www.rvtrader.com
www.rvuniverse.com
www.rvt.com



SEARCH RV PHOTOGRAPHERS

www.meetaphotographer.com
www.upwork.com
www.craigslist.com



RV INFORMATION

www.outdoorsy.com
www.gorving.com
www.rvia.com

[Outdoorsy Blog](#)
[Outdoorsy Owners Handbook](#)
[Outdoorsy Facebook Group](#)

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