



# The State of the RV Dealer:

## What the Market Is Saying in 2026

Sourced from more than half the RV market through InteractRV's dealer network, these quick hits show where dealerships are earning action or losing it.

## What's Driving the Market in 2026

The RV industry is navigating real headwinds—and the dealers winning in 2026 are the ones who see them clearly. The real challenge is not just traffic. It is winning the conversion.

- Many current owners are underwater on COVID-era loans, making trade-ups harder to finance.
- High interest rates and fuel costs are extending buying cycles and shrinking the pool of ready buyers.
- OEM production pressure is pushing more inventory onto dealer lots than the market can quickly absorb, adding financial strain across the supply chain.
- M&A activity and generational ownership transitions are accelerating consolidation, making it harder for smaller operations to compete on budget and bandwidth.
- Cost-per-click for RV ads rose 14.1% by the end of 2025—making every lead more expensive to earn.
- RV buyers revisit units more often and stay in research mode longer, so off-season is still buying season. Cut marketing while shoppers are researching, and competitors win.

“During COVID, dealers didn't need to spend on advertising—demand outpaced supply, resulting in selling most units easily at MSRP or above. That taught a lot of them that they didn't need to advertise. But dealers now understand they have to invest in marketing to drive traffic and generate leads. **They can no longer sit back and wait for it to take care of itself.**”



**Eric Pedretti,**  
Director of Sales, InteractRV

Still, the fundamentals hold. Dealers who do the basics well—clear listings, fast follow-up, year-round visibility—are seeing more traffic, more leads, and more sales than last year. The gap between top performers and everyone else is widening.

The top 10% of dealers generate **4.5x** more leads and turn inventory **54%** faster on average.

## Buyer Demand by Sub-Type

See which unit types shoppers are clicking on most:

- Travel Trailer
- Park Model
- Fifth Wheel
- Class C
- Class B
- Toy Hauler
- Class A Diesel

## Top Brands Earning the Most VDP Views

(by market share):

- Forest River (**21%**)
- Grand Design (**4%**)
- Airstream (**12%**)
- Winnebago (**4%**)
- Jayco (**7%**)
- Heartland (**3%**)
- Keystone RV (**6%**)
- Palomino (**2%**)
- Coachmen (**5%**)
- Dutchmen (**2%**)

## VDPs Are the New Showroom Floor

Among top-turning dealers, listings tend to do the basics well:

- **83.30%** of units include pricing
- **72.05%** of units have at least one image
- **10.2** images per listing, on average
- Only **20.92%** of inventory is 90+ days old

RV shoppers want to pre-inspect online. Thin listings create doubt before your team ever gets the chance to help.

A note on pricing transparency: Prep fees and freight add meaningful cost between the OEM and your lot. Dealers who disclose this clearly—rather than surfacing it at the financing stage—close more cleanly and lose fewer buyers to distrust. Market-data-rich pricing tools help you price used inventory for maximum profitability while keeping buyers confident in what they're seeing.

## For Independent Dealers

Pricing transparency is one of the highest-ROI moves available to you. It costs nothing to show your math, and it shortens the sales conversation.

## After-Hours, Pricing, and Response Time Decide the Outcome

A large share of decision-making happens when your store is closed.

- **54.06%** of shoppers browse outside standard business hours.
- Listings with price and financing options generate **47.9%** more high-quality leads.
- When possible, reply within **5–15** minutes.
- Clear pricing, a visible next step, and reliable after-hours coverage keep more opportunities alive.

### For Independent Dealers

You don't need a large team for after-hours response. A well-set inquiry form with email-to-text alerts and clear voicemail can cover most gaps.

## Parts, Service, and the Long Game

Owning an RV is a multi-year commitment—meaning the majority of your relationship with any given buyer happens between purchases, not during them.

- Dealers underinvest in promoting service online. Keep pages current with hours, specials, booking, and mobile options.
- Strong service builds loyalty; poor service closes doors.
- The RV lifecycle has key moments—first, next, last—so stay present between them.
- Use specials, referrals, rewards, events, and past-buyer outreach to drive repeat business and a steadier revenue floor.

“Most RVers own their unit at least five years. It's often 20-year financing on a purchase they're really invested in—and it always needs something. There's a lot of missed opportunity in the middle for dealers who are only chasing inventory turns.”

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**Jenn Ouderkirk,**  
Director of Product  
Strategy, InteractRV

## AI in the Dealer Workflow

AI does not replace the basics. It makes weak listings, weak routing, and slow follow-up harder to hide.

- Search expectations are changing: shoppers want fast results, a strong search bar, and only a few useful filters.
- **75.6%** of dealers use or plan to use AI this year.
- **38%** use AI to help prevent lost sales leads.

## 5 Takeaways from the Data

The picture from the data is steady and practical: stores tend to do better when the basics are covered, the site is clear, and follow-up is consistent.

### Show up Early in Discovery

Keep your business information current, maintain a clear local presence, and make sure your reviews reflect what you sell and service.

### Make Shopping Simple on Your Site

Inventory should be easy to find, listings should answer the basic questions, and the mobile experience should stay intact from first click to inquiry.

### Keep Inquiry Paths Working—Especially After Hours

Forms, calls, and texts should keep capturing interest even when the store is closed.

### Respond Fast and Clean

The first response should confirm availability, answer the immediate question, and offer a clear next step.

### Keep Working the Deal After the First Contact

Nurture, retargeting, and post-sale follow-up help keep your store in view and support repeat business and service work.



## Run This Pass/Fail Checklist

A simple pass/fail review can tell you a lot. If one area is unclear or inconsistent, it's worth attention now.

### 1. Publishing Stability and Inquiry Path Integrity

- Are units publishing everywhere they should?
- Are forms, calls, and text landing where they should?
- Are after-hours inquiries being captured and routed?

### 2. Response Discipline and Coverage

- Who owns speed to response?
- What is the after-hours plan?
- Are handoffs clean between internet leads and the sales team?

### 3. Listing Completeness and Navigation Clarity

- Do listings consistently show the basics buyers need?
- Is pricing transparent, including prep and freight costs?
- Are search results clearly categorized with filters that work?
- Can a shopper reach the right unit in a few clicks?

### 4. Service and Parts Visibility

- Is your service page current—hours, booking options, active specials?
- Are parts offerings visible and easy to find?
- Is your service reputation reflected in your reviews?

### 5. Reporting Alignment

- Do your numbers match what managers are seeing on the floor?
- Do you review a weekly pass/fail scorecard on the same day every week?
- Are owners and backups assigned for each stage?



## Dealer Success Story

Walnut Ridge Family RV, a multi-location dealer operating across Indiana and Louisiana, saw a **200%** increase in leads after consolidating its websites and digital marketing under one platform. The dealership also gained cleaner performance reporting and more time for strategic marketing—and went on to win the Sherman Goldberg Award for Digital Excellence at the RVDA Expo, one of the industry's most recognized honors for digital achievement.



## Who is InteractRV?

Since 2002, InteractRV has been the RV industry's trusted partner for digital marketing and web solutions. Focused exclusively on RV dealerships, we empower businesses to thrive with our cutting-edge technology, flexible tools, and deep industry expertise.

More than just a technology provider, we are your committed partner in success. Every dealership is paired with a dedicated Client Success Manager who understands your business and provides reliable, personalized support to meet your unique needs all with your budget.

Our full-featured platform, reliable tools and people-first approach have set the standard for delivering unmatched results for over two decades. InteractRV is here to help you achieve your goals. Partner with us as we pave the open road to your dealership's growth and long-term success.

**600+**

RV dealerships

**480k+**

units sold in 2025

