



RV DEALER PLAYBOOK • VOLUME 1

# Get Found Before They Ever Call

How AI already decides who  
gets seen, and what that  
means for your dealership.



# The Call That Never Came

Your listings are priced right. Your team follows up fast. Your lot looks good, and your reviews hold up. And the phone still isn't ringing as often as it should—for reasons you can't quite explain.

**Here's why.** The shopper who would have called never saw you. Increasingly, an AI system (not a results page a shopper scrolls through themselves) decides which handful of dealerships even get recommended, long before anyone opens a tab to your website.

That's not a reason to panic, and it's not a reason to chase every new tool that lands in your inbox. It's a reason to understand, calmly and specifically, what's changed about how a dealership gets found in the first place—and to make sure yours is one that AI recommends.

## What You'll Walk Away With

- ✓ Why this shift is already bigger than most dealers realize
- ✓ The four signals AI weighs before it recommends a dealership
- ✓ A five-point checklist to run on your own dealership today



# This Isn't a Fringe Trend

If it feels like this shift crept up fast, that's because it did. Here's how far it's already gone:

**75.6%** of RV dealers plan to use AI this year<sup>1</sup>

It also explains a shift that's been building for longer than AI search has existed. As Eric Pedretti, Director of Sales at InteractRV, puts it:

“

Fifteen years ago, the average RV buyer visited a dealership six times before making a purchase. **Today, that number is closer to one.** Nearly all of the research that used to happen on a showroom floor now happens before anyone walks through the door.”

**ERIC PEDRETTI**

*Director, Sales, InteractRV*



**You already know RV shoppers research for weeks before they call. What's changing is who's doing part of that research with them:**

- ◆ A shopper weighing a fifth wheel against a travel trailer might come back to your site five times before ever picking up the phone, and each visit usually starts with a fresh search, not a bookmark.
- ◆ If an AI tool quietly stops recommending your dealership somewhere between visit two and visit three, you may never know a lead slipped away. There's no missed call to trace it back to.

1. The State of the RV Dealer: 2026.

# AI Didn't Replace Search. It Became the Front Desk.

For years, getting found meant ranking on a results page and hoping a shopper clicked through to compare listings themselves.

Increasingly, an AI system reads the results first, on the shopper's behalf, and decides which handful of dealerships are worth surfacing at all. Think of it as a front desk that never closes. Long before a shopper lands on your site, something is already filtering your dealership in or out.



**When an AI system decides which dealerships to recommend for a search like “Forest River fifth wheel near [city],” it’s pulling from a specific, learnable set of signals:**

- ◆ **Consistency:** Your dealership’s name, address, and phone number (NAP) need to match everywhere they appear: website, Google Business Profile, directory listings, and social pages.
- ◆ **Complete, Current Google Business Profile:** Hours, photos, categories, service area, and posts all feed into whether AI tools trust your listing enough to surface it.
- ◆ **Reviews That Describe What You Sell/Service:** A steady stream of specific, recent reviews mentioning real makes, models, and service visits carries more weight than a high star rating with vague comments.
- ◆ **Inventory Data That’s Structured, Not Just Displayed:** The same details a buyer wants (price, floorplan, sleeping capacity) need to exist in a format search and AI tools can read.



Google’s AI search summary reads across all the information available about your dealership and serves up a synthesized answer at the top of the page. **The dealers who keep their Google Business Profile and reviews in good shape are more likely to be the answer it recommends.”**

**ERIC PEDRETTI**

*Director, Sales, InteractRV*

**The fundamentals underneath: complete listings, real photos, honest pricing. Structured data decides whether a shopper ever gets the chance to see how good those listings are.**

# What Good Looks Like

The dealers who show up reliably in AI-era search aren't doing anything exotic. They're consistent about a short list of fundamentals, and they check it on a regular schedule instead of once and forgetting about it.

**Run this before you move on to anything else:**

01

Is your Google Business Profile complete and current (hours, photos, categories, and service area all accurate)?

02

Do your reviews reflect the makes, models, and service you offer, and are they being responded to?

03

Does your dealership name, address, and phone number match across your website, your Google Business Profile, and directory listings?

04

Can someone find you by searching a specific make or model plus your city, not just your dealership's name?

05

Is your inventory data structured so search tools and AI systems can read it, not only a person looking at a screen?

# Who is InteractRV?

Since 2001, 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**

[InteractRV.com](https://InteractRV.com)



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