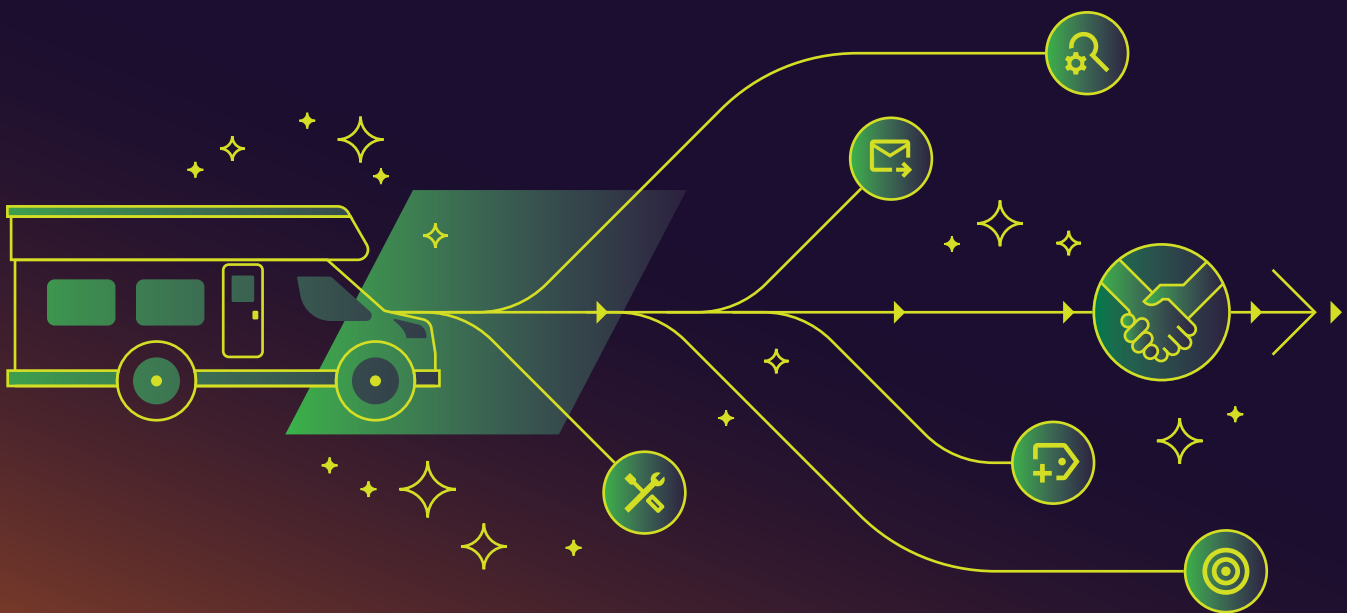




RV DEALER PLAYBOOK • VOLUME 3

Turn One Sale Into a Decade of Business

The relationship doesn't end
at the purchase. For most RV
owners, it's just getting started.



The Customer Who Already Bought Isn't Done Buying

The sale is done. They've got the keys, the loan, and the paperwork. So why does your marketing act like you've never met them once they drive away?

Most dealerships pour nearly all their energy into the next sale and let the last one go quiet. For most other vehicles, that might be fine. For an RV, it's most of the relationship, left on the table.

What You'll Walk Away With

- ✓ Why RV ownership is a decade-long relationship, not a single transaction
- ✓ Where the real revenue hides between purchases
- ✓ A five-point checklist for staying present in the years you're not selling them a new unit



The Relationship Nobody's Tracking

RV ownership doesn't run on the same clock as the sale that started it. Most owners keep a unit for years, financed over a term that outlasts the loan on their house in some cases. That's a long time to go quiet.

“

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.”

JENN OUDERKIRK

Director, Product Strategy, InteractRV



The RV lifecycle has three moments worth building a plan around: **first, next, and last**. The first service visit. The next accessory or upgrade. The last conversation before they trade in or refer a friend. Dealerships that stay present for all three are the ones earning the referral, not just the transaction.



FIRST



NEXT



LAST

What Chasing Only the Next Sale Can Cost You

Most dealerships know this in theory. Far fewer act on it, because inventory turns are easier to measure than a relationship.



Service pages go stale.

Hours, specials, and booking options don't get updated as often as new-inventory listings do—even though service is where the relationship actually lives day to day.



Parts and accessories stay buried.

If a customer can't find what they need on your site, they'll find it somewhere else, and that purchase won't come back to you either.



Outreach skews new-unit-only.

A customer who bought three years ago doesn't want another new-RV email. They want to know about the specials, referral perks, and events that apply to them now.

“

Lifetime value of the customer is enormous. If we keep them happy through that journey, we earn their next purchase, their next purchase after that, referrals, and their service, parts, and accessory business.”

ERIC PEDRETTI

Director, Sales, InteractRV



None of this replaces the work of earning the first sale. It's what determines whether that sale is the only one you ever get from that customer.

Staying Present Is the Strategy

Staying present between sales isn't complicated. It's a short list of habits, ran consistently instead of in bursts around trade-in season.

Run this before you move on to anything else:

01

Is your service page current—hours, booking options, and active specials all accurate?

02

Are your parts and accessories easy to find on your site, not buried under new inventory?

03

Do you have a system for reaching past buyers with something other than a new-unit pitch—specials, referrals, rewards, or events?

04

Is your service reputation reflected in your reviews, and are you responding to them?

05

Are you tracking the first, next, and last moments of ownership, or only measuring how fast a unit turns?

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

