

# THE RV PLUS YOU PLAYBOOK

## LIST YOUR RV – EARN SUBSTANTIAL EXTRA INCOME!



*Optimal placed and prepped RV rental set up.*

### How do I make my listing stand out?

This listing guide will tell you everything you need to know to get the best results from your listing. Follow these steps and your listing will rise to the top and get more inquiries, more rentals, and more rental income.

Keep in mind, guests don't look to rent an RV, they are looking for an experience; a destination, or a solution for their trip or circumstance that is different than what they can get from a hotel.

Remember, the typical profile of RV renters and guests that we target include the following:

- Many have never used an RV and are unfamiliar with them
- They don't want to drive an RV. They just want to use it.
- They want to leave the hassle of set-up to you.
- They don't have camping equipment. They expect to share yours.
- They are renting your RV for the destination, event, or trip purpose (this includes short term housing)
- They expect a clean, comfortable, and completely outfitted RV when they arrive or when the RV is placed.

# RV Plus You - Checklist

Follow these points to create a professional listing:

- **Your profile** – This must be a picture of you. No logo's, no RV's. It should be a picture that represents who you are. It might include your spouse and/or other family. People want to rent from people. Tell them about yourself, who you are, what you like to do, why you are renting your RV.
- **Location** – Choose a popular destination in your area. Where do visitors and tourists like to stay? Place your RV in this setting and capture the experience, the surroundings, and benefits tied to this location. If you can't get your RV to this location for the photos, take some photos of the location and blend those photos into the lineup on your listing. Your prospective guest can get a very good idea of what to expect by simply combining RV pictures with location pictures mixed into the same listing.
  - **Note:** Some people are looking for an RV to have placed at their homes during kitchen remodels, reunions, or other occasions that require space. Mention this option in your listing.
- **Photos** – Choose wisely. This may be the most important feature of your listing and should accurately reflect the condition of your RV. Use natural lighting when possible and try to capture the location features or benefits in the background. Most people are visual in nature. They need to “see it” before they can dream it. Your RV with a sunset, stream, vineyard, or trees in the background is very powerful. Include a layout of the RV if possible. You can usually find these online at the manufacturer's website.



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- **Description** – Besides photos, a good description of your RV and the location(s) that you will place it in is at the top of the list in importance. You absolutely must describe exactly what you are renting and what your terms are. If you leave information out, they will simply move to the next listing and inquire about what you left out only after they have seen the competition. Include all relevant information such as; where you are willing to rent, e.g. county, parks, or private homes and other geographic definitions. Include a description of the location you've chosen to list, the features, benefits and best site options.
- **Pricing** – The system allows you to price your rental differently for weekends and holidays. This is a great tool that lets the system do the work. Take time to set this up in the beginning and you'll generate more income.
- **Amenities** – Make sure to list all of your amenities into the appropriate fields. The system allows significant filtering when searching for a rental. If you don't list your amenities, your listing may not appear to the renter.
- **Address** – Make sure to enter the address of the location, not your home or business. Our website will use this address to show a "street view" of the location. If you use your home or business address, they will see this location, not the desired location.
- **Guest book** – Create a guest book online. Help your guest renter choose the best restaurants, hiking, biking, and other attractions in your area.
- **Facebook and other social media** – The single biggest factor that will contribute the most to your success is YOU. Share your new venture with your friends. You will be surprised at how many of your friends will support you and help you spread the word. A friend of a friend wants to rent your RV! So, sign in with your Facebook account to get the most out of your new venture.
- **Email settings** – This is done in your account settings. Enter your email for alerts. When a guest makes an inquiry, you must be responsive. If you wait too long to reply, they will move on to the next RV owner and rent their unit instead of yours.

## Check-in – Campground Reservations

Follow these points to insure the best rental transaction:

Renting your RV will generate substantial income, but it will not happen without effort and proper planning. Your guest is renting from you directly and it is your responsibility to make sure that the rental transaction meets their expectations. So once you create your listing, make sure you're ready to accept a booking and actually do the work of renting your RV.

The following tips and pointers will help you through the process of booking a guest, the check in process and the check-out process.

### Reserved Campground or Event:

Most campgrounds accept reservations and for events its almost a sure thing that there is a reservation. It is advised that you have your guest book their own reservation for a campsite.

Follow this checklist when booking a guest and remember, this list is only a guideline. There may be other steps necessary given the location, time of year, space requirements, etc.

1. Once your guest sends a booking request, you need to move fast. Find out what their expectations are and have them get in touch with the campground ASAP to secure a spot.
2. Give them the requirements for making the reservation:
  - a. Full Hook-ups, or dry camping?
  - b. Size of campground? Will only certain campsites work for your RV, or will it fit in all of them
  - c. How many cars will arrive to the campsite? Some sites only allow one RV and one other vehicle.
  - d. The goal here is to give them all of the necessary information for making a campsite reservation. Remember, they may be expecting the pictures in your listing. Make sure you set expectations properly given the availability, etc.

3. Once the campground reservation is made, point your guest to information about their upcoming trip:
  - a. What is provided in your RV: Chairs, bedding, flashlight, utensils, dishes, food.
  - b. What will they need to bring?
    - i. Remember, they may not be familiar with camping so it's your job to assist them with information.
  - c. Check in time, Check out time
  - d. Campground rules: Pets, quiet time, etc.
  - e. Directions and other information related to travel.
  - f. Online tools – There is an online guest book and house rules section of your listing. It is HIGHLY recommended that you create a welcome letter and keep a detailed operations manual in your RV.
4. Check-in Day – Arrive early to set up and prepare your RV for your guest's arrival.
  - a. First impressions are important. This is why hotels spend so much on their lobby. You must make a good first impression when the guest drives up.
  - b. Make every attempt to meet your guest at the campground. Being able to run through a "How to" check list can be the difference between a good stay and a great one.
  - c. There is a reason why rental car companies do a walk through when you rent a car. It is recommended that you do the same for the benefit of you and your guest.
  - d. If you will not be there to check in the guest (late check-in, etc.), make sure that they can find the keys and get access easily.
  - e. Make sure your RV operations manual is out and easily accessed by your guest.
  - f. Make sure the front kiosk at the campground entrance is open and your guest can gain entry.
  - g. Does your guest know how to find the campsite once they find the campground?
5. Check-out – You won't always be able to check out a guest. For this reason it is recommended that you arrive during the day and take video of your RV if possible. Any disputes will have to be proven.

6. Damages – While most rentals will be hassle free and easy for both parties, accidents do happen. If there is damage, most guests will likely tell you about it right up front, but sometimes they wait until they are checked out. If this happens, document the damage and contact the guest. In most cases they will acknowledge and take care of it. If not, then you may contact RVPY at 800-944-5444, or via [Support@RVPlusYou.com](mailto:Support@RVPlusYou.com)
7. Clean up – Make sure the campground is clean when you leave. Leaving a messy campsite is a reflection on everyone.

## Non-Reserved Campground or Private Location:

Delivery to a reserved campsite is relatively straight-forward, however, delivering and setting up your RV at a campground that is “Walk Up” only or No Reservations allowed is different.

A private location arranged by your guest should not be an issue. Make arrangements with the owner, set up an appointment for delivery and be on time.

A first come first serve campground however will require two things: 1) A back up plan, and 2) creativity.

### ***Case Example: Avila Beach, CA (Port San Luis Harbor)***

As for the campground. Here is the link to the campground information: <http://www.portsanluis.com/services/#rv-camping>  
This is first come first served: No reservations allowed, so what do you do?

1. Have a backup plan. Let your guest know that they need to make reservations at a nearby campground. Most reservations can be cancelled with a penalty, the price your guest will pay for insuring they have a place to stay when they arrive.

2. The following is site specific (Avila Beach Camping), but this applies to all non- reserve able campgrounds.
  - a. Note the email and phone number of campground.
  - b. Call in advance to find out what the season may hold: Is it a busy time of year? Holiday weekend? What does the camp host expect for the weekend?
  - c. Try to make a trip out there in advance to check it out and see all the camp areas: Woodyard, overflow, Babe lane, Nobi Point, etc. Talk to the camp host and see what they think about getting a spot on check in day.
  - d. Port San Luis (Avila) doesn't take reservations, but it doesn't mean you can't be creative in order to find a spot.
  - e. Look for overflow camping to set up, then talk to the campers; is anyone leaving? You can often tell if someone is packing up. Talk to them and ask if you can have their spot when they pull out.
  - f. Arrive around an hour or so before check out time. If everything is full park and wait. Talk to campers and find out who is going to stay another night, who is leaving.
  - g. Talk to the camp host. They usually know who has paid for the next day and who is leaving.
  - h. Most camp hosts will put you on a list and help you get a spot. Just ask, it's their job.
  - i. Emailing the host in advance is helpful as well. When you drive up, if a spot is open, take it and move to a better spot later.
  - j. Make sure the renter knows where he's going and how it works. Your listing should spell out the process. This is why you should have a separate listing on RVPY for each campground or location (different for each place).
  - k. Renters need to know that they are responsible to secure the campsite and you simply place and set up. They need to know that the camp fees are in addition to your fees.
  - l. If your guest wants a place where neither the renter nor you can get reservations, make sure that they have a 2<sup>nd</sup> option in place if Avila is full.