


# RV Rental Business Startup Guide

How to start a successful RV rental  
Business from home without  
a big investment



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# Overview of the Business



The Concept	<ul style="list-style-type: none"><li>• Earn extra income from your idle RV</li></ul>
The Opportunity	<ul style="list-style-type: none"><li>• Offset costs</li><li>• Earn substantial income</li></ul>
The Potential	<ul style="list-style-type: none"><li>• Small cost-offset operation to full time business</li></ul>

# In this guide...

- ◎ The RVPlusYou Service Offering
- ◎ Business potential – How much can you really earn?
- ◎ Delivered RV Rental Market
- ◎ Market Outlook: What are the numbers?
- ◎ Things to know: Links to more information
- ◎ Beginning Strategy: 5 Simple Steps

# The RVPlusYou Value Proposition



## **Delivered RV Rental by Owner**

- Delivered to area campgrounds and parks
- Set up for family reunions and weddings
- Temporary mobile kitchen for house remodels
- Set up and ready upon arrival of guests
- Cookware, linens, and towels provided
- No driving or towing by renters
- Damage/liability protection included



## **RV Transport – RV Rental Mgmt.**

- RV Vacation Rental Management
- RV Rental Consignments with RV Owners
- RV Transport and delivery service
- Set up & prep, check in, pick up & return services
- Cleaning and repair services
- Storage and maintenance services

# Business Potential

(Assume single owner – one RV in service)

	6 RV Rentals/year	12 RV Rentals/year
Revenue from Nightly rental charges	\$3,600	\$7,200
Revenue from Deliveries	\$900	\$1,800
Revenue from Cleaning	\$300	\$600
Total Revenue	<b>\$4,800</b>	<b>\$9,600</b>
*Write off Expense benefit	\$480	\$480
** Total financial benefit of rental business	<b>\$5,280</b>	<b>\$10,080</b>

\* Assumes \$200/month cost of storage, insurance, maintenance, and other miscellaneous costs

\*\* Assumes 20% tax bracket – (For illustrative purposes only. See tax professional for advice)

# The Delivered RV Rental Market

- Fast-growing segment of the \$350 million/year market
- The convenience appeals to young and old who don't want to own or store
- Online travel booking is growing – Over 60% now book travel online
- Digital online marketing is fast growing
- Reduced driving = reduced carbon
- Delivered RV rental = less damage

# The Market Outlook

- ◎ Prospective Customers
  - > 40 million camping trips per year
  - > 3.9 million kitchen remodels per year \*
  - > 2.5 million weddings per year
- ◎ RV Inventory
  - > 9.9 million registered RV's in North America
  - > 10% of RV owners would like to rent out their RV to earn extra money

\* <http://eyeonhousing.org/2015/09/americans-spent-150-billion-on-home-improvements-repairs-in-2013-2/>

# Things to know: *Research*

[How it works](#)

[How to list your  
RV](#)

[What to  
include in your  
RV rental](#)

[Digital  
Marketing  
Outlook](#)

[RV Vacation  
Rental Income  
& Taxes](#)

[FAQ: Rental  
Protection Plan](#)



# Your Beginning Strategy

## ◎ **5 Simple Steps**

1. Buy an RV or secure one for rentals: Your RV or consign your neighbors
2. Decide where you will deliver: Locations within 1 hour driving distance
3. List your RV for rent on RVPlusYou: Select top demand locations near your home
4. Prepare your RV for rentals
5. Share your business startup plans with friends and family – Go Social and connect!

For support and detailed information, Call us at 800-977-5444