

THE RVPLUSYOU RENTAL PLAYBOOK

LIST YOUR RV – RENT IT OUT - EARN SUBSTANTIAL EXTRA INCOME IN A SAFE AND SUSTAINABLE WAY!

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, most novice RV renters 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, advertise and market to include those with the following “renter profile”:

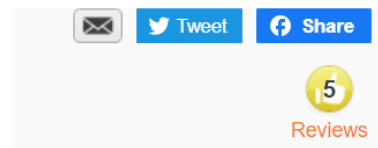
- **Novice** - Many renters have never used an RV and are unfamiliar with how they work.
- **Limited driving abilities** – Our renters may be elderly, or younger, but they have this in common: They don’t want to drive or tow your RV.
- **Convenience** – Our renters want to leave the hassle of set-up and pick up to you, and they are fine with paying you for it.
- **Camping “stuff”** - They don’t have an RV, let alone camping equipment and have no desire to own “stuff”.
- **Purpose** - They are renting your RV for the experience at their destination. They expect a clean, comfortable, and completely working RV ready for use to accomplish the purpose for renting.

RV Rental Listing 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, not logos or inanimate objects. Tell them about yourself, who you are, what you like to do, why you are renting out your RV.
- **Location** – Choose the most popular destinations in your area. Where do visitors and tourists like to stay? List your RV in this setting and capture the experience, the surroundings, and benefits tied to this location.
- **Photos** – Choose wisely. The quality and order of photos may be the most important feature of your listing.
 - Photos 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.
- **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.
 - **Title** – Your title becomes the URL for your listing, and is the H-1 Header in search engines. It tells Google what the page is about.
 - Use keywords such as “camper, travel trailer, RV”. Include location of popular search areas: “Delivered to ‘town name’, beach, mountains, etc.
 - **Description** – Mention area campgrounds that you deliver to in the first paragraph. This is the ‘H2 Header’ for your listing page.
 - 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 the features and amenities you've chosen to include.

- Describe the beds and sleeping options for adults and kids
 - Explain your pet policy.
- **Pricing** – There are several aspects to pricing:
 - **Nightly** – Choose your nightly price, be competitive
 - **Delivery** – Choose your base price (amount you charge to deliver, set up, and pick up) within a defined number of miles
 - **Additional miles** – The price per mile, outside of the area included in your base price
 - **Deposit** – Located in the ‘advanced’ pricing tab. Set the amount of deposit you need for a delivered rental, not a driving rental. \$500 is a good average that covers most damage.
- **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 RV location, not always your home or business. This is the location that our website will estimate delivery costs from.
- **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.



- **SMS Text Settings** – This is done in your edit profile settings. Make sure your mobile phone is verified for text alerts. When a renter sends you an inquiry, you will be able to reply quickly via the link sent with the message.

Check-in – Campground Reservations

Follow these points to insure the best rental transaction: ([click for details](#))

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.

Note: *It is always a good idea to document via video after setup. A 60 second video if inside and out will document the condition after setup. If you find damage, document via video as well.*

Reserved Campground or Event:

Most campgrounds accept reservations. Make sure you have this information prior to delivery:

- Name on reservation
- Campground location
- Campsite number

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. Ask questions: Who will join, which campground, are their hook ups, do you have pets, when will you arrive?
2. Guide your renter: Explain the requirements for accepting their request to reserve your RV:
 - 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. California state campground? Many State Parks do not allow private RV rentals. You may have to meet at the gate and drive in with your guest.
 - e. The goal here is to give them all of the necessary information for making a campsite reservation. Make sure you set expectations properly and guide them with details.
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. **TAKE PHOTOS TO UPDATE YOUR LISTING! VIDEO INSIDE AND OUT TO DOCUMENT!**
 - a. First impressions are important. Try to 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. 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.
 - d. Make sure your RV operations manual is out and easily accessed by your guest.
 - e. Make sure the front kiosk at the campground entrance is open and your guest can gain entry.
 - f. 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 the condition. Any disputes will have to be proven.

6. Damages – (see damage policy) 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.
 - a. Make sure to document damage with photos and video.
 - b. Contact your guest on the RVPlusYou message platform. This allows us access for documentation.
 - c. Share information about damage and cost to repair.
 - d. In most cases they will acknowledge and take care of it directly: Check, PayPal, Venmo, Zelle, etc.
 - e. Send damage report to Damage@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, or Walk-Up Campground 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.

Make arrangements with the owner, set up an appointment for delivery and be on time.

A first come first serve campground may require you to meet with the guest prior to set up to look for the open site, and then set up.