

Where to advertise?

RV classified ads sites are expensive. Rvtrader.com and rvt.com are the most popular websites, and you will get the most exposure from those websites. RV Trader is the most visited site, but it is also the most expensive. A basic posting starts around \$138 and for RVs over \$100k, a basic listing starts at \$207. Premium listings can be as expensive as \$400. A basic listing only allows you to post five pictures. A featured ad can have up to 50 pictures. RV Trader and RVT have the most buyers visiting their websites, but you can also try free classifieds such as Facebook Marketplace and Craigslist. There are a lot of buyers looking on those sites, but there are a lot of unqualified buyers on those sites, and you will have to deal with a lot of low ballers.

Financing

Offering financing is a great way to attract more buyers. CL Hanson can offer financing at great rates for qualified buyers. One big benefit of referring people to us is that we will filter out people that cannot afford your RV. Plus, we will pay you \$300 for anyone that you refer to us and an additional \$150 if they get an extended warranty from CL Hanson. You can refer people to our pre-qualifier, and we will be happy to let you know if a buyer qualifies for a loan from us.

<https://www.hansongroupinc.com/pre-qualify>



Extended Service

For most units 10 years old or newer, CL Hanson can offer extended service. Letting buyers know that a unit can get extended service for the unit will give them increased confidence in the quality of the unit and will make them more likely to buy the unit. Plus, we will pay you \$150 if they get an extended warranty from CL Hanson.

Setting the price is one of the most important steps in effectively selling your RV.

A price set too high may delay your sale, and a price too low, you in missed revenue. It is important to take a quick survey of the current RV market, to determine what a comparable RV is listing for. Find the high, low and average prices of a certain RV based on the values in our current listings, you can look at the following guide: <https://www.rvt.com/price-checker/>

Good pictures are essential for selling an RV.

In today's digital age, most buyers will start their search online. This means that your RV's listing photos are the first impression potential buyers will have of your vehicle. If your photos are blurry, poorly lit, or cluttered, you're less likely to get interest in your RV. Here are some tips for taking good RV pictures:

- Take your pictures in natural light. This will give your RV the most flattering appearance.
- Clean and declutter the RV before you take pictures. This will make it look its best.
- Take pictures of all the important features of the RV, including the interior, exterior, and appliances.
- Get close-up shots of any damage or wear and tear. This will help to avoid any surprises for potential buyers.
- Use a tripod to keep your camera steady. This will ensure that your pictures are sharp and in focus.
- Take pictures from different angles. This will give potential buyers a better idea of the RV's size and layout.
- Take pictures of the RV in different locations. This will show potential buyers how the RV would look in different settings.
- Use a variety of shots, such as close-ups, wide shots, and interior shots. This will give potential buyers a complete picture of the RV.

- Edit your photos to make them look their best. This could involve adjusting the brightness, contrast, and saturation. Here are a couple of free websites where you can edit your pictures:
 - Canva.com
 - Pixlr.com
 - Especially, for \$50,000+ RVs, it would be a good idea to consider hiring a professional to touch up your photos. For as little as \$20 on 5rr.com, you can find a professional photo editor.
- A well written ad should accurately highlight the most important (and compelling) features of your RV.
- Explain why you're selling the RV - This is one of the most common buyer questions, so be sure to answer this in your ad.
- Define forms of payment - Let people know up front what payment you will and will not accept (e.g., "will not accept foreign money orders"). Don't take personal checks, and make sure you verify certified checks or money orders with the financial institution where they were issued.
- Disclose prior maintenance - A well-maintained RV (especially applies to motorized RVs) is a sought-after RV. Give prospective buyers added peace of mind by letting them know you took diligent care of your RV; it's even better if you have the maintenance records to back up your claim.
- Disclose issues that might need fixing - Why wait to see if prospective buyers find a problem that they know you would have known about? Honesty can help avoid souring the deal.
- Put the Potential Buyer "in" the RV - Creating a good ad that a buyer relates to can make the difference between a quick profitable sale and just getting rid of the RV.
- Be honest - Don't waste your time or a buyer's time by being evasive. Be up-front about any declarations to the RV title (motorized) or any major damage in the RV's history. If the buyer discovers this info through an RV history report check, he will feel you misrepresented the truth and may no longer want the RV.
- Use proper punctuation and capitalization - Capitalizing entire words or sentences is difficult to read and makes it seem like you're YELLING at people. Using slang can also drive people away from your ad.
- Mention modifications - If you've added features to your RV that aren't part of its standard options, be sure to mention them in your description. For example, if you've added an extra TV, solar panel or back-up camera, you may attract buyers searching for those extras.
- Give warranty information - If your RV is still under warranty, the warranty is transferable and you have the paperwork, list what type of coverage your RV has and for how long. For example: 1 year left on powertrain warranty; 15,000 miles remain on structural warranty; and 5 years remaining on roof skin warranty.
- Set your negotiating terms - Be sure to mention if your price is firm. RV ads commonly use the following terms for pricing: firm, obo (or best offer), negotiable or must sell. These can be easily added as the 'Caption Header' when setting up or modifying an ad.