

# FRVTA News



NOVEMBER 2020

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY



*The Florida RV Trade Association (FRVTA) announces that the 36th Annual 2021 Florida RV SuperShow, set for Jan. 13-17 at the Florida State Fairgrounds in Tampa, is very much still a go.*

With the NFL's Super Bowl scheduled for Tampa in early February, FRVTA officials are hoping that more regulations will be loosened and they will be able to have as normal a SuperShow as possible. Currently, Hillsborough County is under a mandatory indoor mask order, which may or may not still be in effect by January.

"We will be doing everything in our power to provide a clean and safe environment for both the attendees and our exhibitors. This is new to all of us, but working together with our manufacturers and booth exhibitors we are expecting another successful event," said Show Director Lesa Colvin.

Mentioning that Industry Day will be Jan. 12, FRVTA Executive Director David Kelly said the 2021 SuperShow will have representation from every major RV Manufacturer as well as hundreds of accessory booth exhibitors.

"We will have more supplier booths and every type, size and style of RV on the market," he detailed. "With the addition of new entertainment and more seminars, we're anticipating record crowds again this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

The interest in outdoor recreation is at an all-time high and, with this being the 36th year of the SuperShow, the public not only knows the show is coming again, Kelly noted, but they have bought out the entire rally and are already buying tickets online.

With hundreds of RVs on display and educational seminars, the SuperShow is known by consumers as the place to trade-in their old RV or obtain all the information they need to get acquainted with the RV Lifestyle. And some of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. Also, a huge display of camping accessories and supplies will be found in the Camping World Store and other booths.

Another favorite of all visitors to the SuperShow is the free entertainment. From clowns and unicycle riders to Barbershop Quartets and Bag Pipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day.

Seminars are presented throughout the day at the SuperShow making it easy to attend the ones you want to see.

The Super Rally celebrates its 34th year at the SuperShow. This gigantic RV Rally is open to any and all RV clubs as well as the public. The Rally offers a number of amenities including free admission to the SuperShow all five public days, meeting facilities, free coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and will feature "The Rivoli Revue" music by Kay and Ron Rivoli, a wonderful night of family entertainment by Sunday Drive and a fun night of music and talent with a variety show never seen before.

*For more information on the 2021 Florida RV SuperShow or to register for Industry Day, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, FL 33578, call (813) 741-0488 or visit [www.frvta.org](http://www.frvta.org).*



## Longtime FRVTA Board Member Dell Sanders Passes

*Dell Sanders, active for many years in both the Florida RV Trade Association and the RV Dealers Association (RVDA) passed away unexpectedly this past October following a short illness. He will be remembered by all for his quick wit and smile, as well as his service to our industry. (See full article page 3)*

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## PRESIDENT'S MESSAGE...

### COVID Crazy!

*As I think back to last November in the Pre-Covid era, it's hard not to be jealous of a time when getting together with family did not come with all the rules and restrictions we have now. The only worries were if the turkey would be moist and how much stuffing I could eat without raising questions about my indulgence.*

*Where has the time gone! Now we have to worry about how to get together or if it's even feasible to get together. How I long for the Novembers of yesteryear!*

*Fortunately, the RV Industry is winning in the vacationing category, and I think we will see continued interest through the holidays and into next year.*

*Our industry does have a lot of problems to solve, however. Whoever came up with the term "Covid Backorder" should be shot! Where are we going to get the parts to build these RVs and service our customers?*

*I recently received a letter from a Manufacturer that my new motorhomes will no longer have hubcaps and that now radios are apparently built into TVs. From refrigerators to electrical cords, tires, vents, you name it and it's on Covid Backorder. I wish I could put my bills on Covid Backorder!*

*At our recent regional meeting, several dealers had fewer than 10 units for sale on their lot. I find myself apologizing to customers for lack of stock on my lot and in the parts department as well.*

*Covid has certainly opened my eyes to the supply chain problems we all took for granted just 10 months ago. Hopefully, this pandemic will open up new locally grown businesses that will allow us to have more control of product availability.*

*This November will go down as one of the strangest turkey days on record. I am looking forward to cooking for my family and enjoying a wonderful time together. One benefit in a family business is we spend all week together and don't have to worry about getting each other sick!*

*The election is just a couple of days away and my hope is we can move this country forward no matter the result. Hopefully we'll know who the president is by the time I cut the juicy bird open. I sure hope the turkey isn't on "Covid Backorder!"*



***One thing is for sure, I am your President and would like to wish all members a Happy and safe Thanksgiving.***

**BRIAN COPLEY**  
FRVTA State President

## FRVTA Leader Dell Sanders Passes



Dell Mitchell Sanders died this past October due to complications from COVID-19. He was 70.

He is survived by his loving wife Shirley of 49 years, who was also his high school sweetheart and the love of his life, their children Sharon, Rex and Jack, his stepson Wayne, his brothers

and business partners David and Hal, his Great Aunt Ina Mae as well as all of their spouses, children and families. Dell was preceded in death by his parents, Jennings David and Dorothy Moore.

A longtime active member of the Florida RV Trade Association, Dell served the Association in a variety of positions including FRVTA State President. At the time of his death, he was the Director for FRVTA Region 7.

Besides Florida, Dell was also an active participant and supporter of the national RV Dealers Association (RVDA) at which he served as chairman of the board from 2005 to 2006 among other leadership positions he held nationally.



*Dell and his wife Shirley*

“We all need to work together to accomplish common goals,” Sanders said at the time. “While all of us are different, we are all in the same business. It’s in our long-term interest to tackle the issues we can agree on to create a better environment for our dealerships and customers.”

Dell was a Vietnam War Army veteran and a longtime member of the ROUTE 66 RV Network. He and his brothers operated J.D. Sanders RV Center in Gainesville, which was opened by their parents in 1971. The longtime dealership was acquired by RV Retailer LLC this past January and rebranded as RV One Superstores – Gainesville.

He was an avid golfer and a proud member and Past Master of the RT Schafer Masonic Lodge #350 as well as the Gainesville York Rite Bodies among several Gainesville-area service organizations.

A private family service was held in Gainesville. The family asks that any donations in Dell’s honor goes to the Masonic Home in St. Petersburg, Florida. A memorial page has been established at [www.williamsthomasmfuneralhome.com](http://www.williamsthomasmfuneralhome.com).

*The entire FRVTA Board of Directors, Staff and membership give our heartfelt condolences to the Sanders Family during this time with a huge outpouring of thanks to Dell for his great service and wonderful friendship. You will be missed!*

## FRVTA & RV Learning Center Distance Learning Network Partnership Renewed

The Mike Molino RV Learning Center and the Florida RV Trade Association (FRVTA) have partnered since 2006 to provide online video-based training for RV dealership personnel through the Distance Learning Network (DLN). The DLN represents a convenient and cost-effective way to provide dealership training.

Educational courses offered through the DLN are covered in the article on page 4 by FRVTA Training Director Veronica Rivera.

Level 2 Training covers water heaters, furnaces, ranges/cooktops, refrigerators, air conditioners, generators, breaks, suspension, towing, hydraulics and RV body. This matches the level 2 content produced by the RV Technical Institute

*Other courses offered through the DLN are:*

- Service Advisor • General Managers • RV Receptionists
- Advanced-Manufacturer Specific Classes

Subscription to the online program includes unlimited access to over 50 hour-long training video recordings,

reviews and test preparation sections. The content is available online and can be accessed anywhere, anytime. For more information on the courses and to sign-up, [click here](#).

The DLN program was developed in partnership with the University of South Florida and Florida Gateway College (formerly Lake City Community College) and is managed by a professional staff of educators and industry trainers.

The only requirement to participate is a high-speed internet connection. A video cable connected to a television is also useful for group training. A one-year subscription to the program costs \$995 per dealership location. A discount is given for multiple dealerships (five or more). The subscription term is August 1, 2020 – July 31, 2021. Please note that the current DLN program will remain intact for the remainder of the 2020-21 school year, ending July 31, 2021.

For more information or to sign-up, visit [www.rvtechnician.com](http://www.rvtechnician.com), [www.rvlearningcenter.com](http://www.rvlearningcenter.com), <http://rvtraining.fgc.edu>, or call FRVTA training staff at (386) 754-4285.





## TRAINING NEWS • by Veronica Rivera, Training Director

### Service Technician Training Just a Click Away

The tide of 2020 has been an interesting one to say the least. The RV Industry has gained momentum in sales and service, while having to ensure there are enough skilled Service Technicians to get the work done.

As a member of the Florida RV Trade Association you can cut the high cost of Service Training. We provide an exclusive training program designed specifically for Dealerships.

Click here to register for FREE! <https://form.jotform.com/201484771532960>

The RV Distance Learning Network (DLN) is an on-demand learning program that provides dealerships with education that will help Service Technicians prepare for their RVTI certifications. The program also offers manufacturer and supplier product-specific clinics and workshops.



The RV Distance Learning Network is a customizable program that fits the needs of any service department while keeping you in control of your production time. It is an in-house, mentor-led, group learning training opportunity that eliminates costs associated with travel and time out of the shop. Your onsite mentor has unlimited access to the training materials each year from August 1 to July 31.

As of October 9, 2020, the RV Technical Institute (RVTI) has published the “NEW” 2020 Textbooks along

with access to take the Level 1 Certification exam. There are seven books in Level 1, which costs \$175 for a set that includes training on:

- |                       |                    |
|-----------------------|--------------------|
| 1. Electrical Systems | 5. Generators      |
| 2. Body               | 6. Appliances      |
| 3. Chassis            | 7. Propane Systems |
| 4. Water Systems      |                    |

By November 2, 2020, the “NEW” Level 2 Textbooks will be available for purchase along with access to take Level 2 Certification exam. The book details will be published this November.

If any technicians are planning to become RVTI Certified, here are the current details:

- There are two tests (Written and Written Performance).
- The technician must pass the Written before moving onto the Written Performance.
- Both exams are on-line and remotely proctored via a third party proctor company ProctorU. You will need a strong internet connection (they do not recommend WiFi), a web-cam and microphone.
- Level 1 test cost \$200 for the first attempt and \$75 for each additional retest.
- Level 2 test cost \$325 for the first attempt and \$75 for each additional retest.
- RVTI will issue a new Level 1 and Level 2 patch for each technician who passes the exam.

We encourage you to build in at least one hour of training twice a week. Trained, knowledgeable and efficient technicians have a tremendous impact on your bottom line! Build the customer experience your RV consumers will remember with well-trained technicians.

*We stand by ready to help you train, so give us a call at (386) 754-4285.*

**Veronica Rivera**, Training Director, [Veronicar@frvta.org](mailto:Veronicar@frvta.org)  
**Judy Wilson**, Administrative Asst., [judy.wilson@fgc.edu](mailto:judy.wilson@fgc.edu)

## RV Technical Institute Launches Self-Paced Online Training

RV Technicians are now able to receive training on the RV Industry’s only industry-wide certification at their own pace through an immersive, online program. The self-paced online course is different than the live webinar format the RV Technical Institute implemented earlier this year. Instead of live classes at preset times, this new program is completely self-paced, allowing students to complete the training and testing according to their own timeline and schedule.



The program is for Level One training at which students will complete modules on Propane Systems, Electrical Systems, Water Systems, Appliances, Generators, Chassis and Body. An RV Technician who successfully passes the class and Level One exam will have the knowledge and skills needed to prepare an RV for customer delivery. The online class will have a cost of \$1,995, with a special industry price of \$995.

Volume discounts are available.

The RV Technical Institute’s Level Two class, which goes to the next level with diagnostics and troubleshooting in the seven core areas of RV repair, will be available through the self-paced, online program in the Spring of 2021. Visit [www.RVTI.org/catalog](http://www.RVTI.org/catalog) to sign up for a course.—RVIA



## DEALER DETAILS • by S. ALLEN MONELLO, D.P.A. AICE

### What Finance Managers Should Pay Attention To

As I conduct compliance risk assessments of dealerships, I find some common missteps by Finance Managers. These missteps could lead to legal and regulatory issues for your dealership.

The following is just a brief list, in no particular order, of practices you should be watching for:

1. Placing dealer fees on incorrect lines of the Retail Installment Sales Contract. Intentional or not, misrepresenting dealer fees as official government fees is considered a deceptive and unfair trade practice. If you charge a pre-delivery dealer fee and you are using the latest LAW contract, that fee should be placed on line 4A. Line 4 has the required language regarding costs and profits to dealers. Other dealer fees (such as Electronic Filing System fees) also should be recorded on line 4.
2. Placing Private Tag Agency fees on the line identified as "Government License and/or Registration Fees." This line is strictly for official title and registration fees and must not include private tag agency fees.
3. Circling the "Amount of Payment" box or other boxes on the Retail Installment Sales Contract or the Pre-Sale Credit Disclosure form. This could be interpreted as attempting to get the customer's attention away from other disclosures.
4. Failing to present a menu to all customers on all deals. If Finance Managers believe the customer is maxed out and cannot afford any ancillary products and therefore doesn't offer any, this could be considered disparate treatment.
5. Failing to document deviations from dealer add-on/participation rates for financing. Once again, without

a bona fide reason for the deviation from your usual lending practice, it could be considered disparate treatment.

6. Failing to itemize all ancillary products on the Buyers Order and the Retail Installment Sales Contract. Both documents should reflect all products purchased by the customer.
7. Not completing a Spanish version of the Buyers Guide when the sale is negotiated in Spanish.
8. Failing to name an attorney-in-fact on the Power of Attorney form, thereby having the customer sign this form with a blank line.
9. Failing to have all co-buyers sign all required documents.
10. Failing to conduct an OFAC check on all buyers and a Red Flags check on all buyers who finance.
11. Failing to obtain a copy of a required form of ID.

It's a good practice to have someone take a close look at deals every now and then. It could keep you out of court and out of the crosshairs of regulators. You may also want to require all of your Finance Managers to be certified. It would be a worthwhile investment.

**NOTE:** This article is not intended to provide legal or financial advice. It is for informational purposes only.

*S. Allen Monello, D.P.A., CPFS, is the Managing Member of the Automotive Industry Center for Excellence, LLC. Allen provides compliance consulting and training services to dealerships and is certified as a "Consumer Credit Compliance Professional" by the National Automotive Finance Association. He also is credentialed by the Association of Finance and Insurance Professionals (AFIP) as a Certified Professional in Financial Services. He can be reached by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. Please visit his website at [www.TheAICE.com](http://www.TheAICE.com).*

### Go RVing Website Traffic Setting Records

Traffic to the Go RVing website reached record highs in August, the organization said, surpassing all historical data since tracking began in 2012. Unique users, website sessions, and page views all more than doubled since July. The traffic comes from a significant increase in media support as Wave 2 of Go RVing's ad campaign, "Go on a Real Vacation," debuted across broadcast, social, radio and paid search.

Go RVing saw 1.2 million page views in August – a 180 percent increase over July. Dealer searches were up 350 percent and lead submissions up 54 percent. Paid search was the largest contributor to these improvements, accounting for more than half of the volume of lead submissions and searches.

"This is a dramatic increase compared to the past three years where August consistently saw drops across the board in site visits, page views, and dealer searches due to the traditional camping season winding down at the end of summer," said Go RVing Senior Manager of Strategic Marketing and Data Analytics, Sarah Neely. "These results are very encouraging and indicate that along with a stronger website strategy, the new campaign is resonating with consumers. We expect to see engagement continue to improve when the new GORving.com launches."

Meanwhile, "Go on a Real Vacation" is rapidly reaching consumers. The six- and 10-second pre-roll on YouTube have more than 14.1 million views combined since launching this past August.—RVIA



**FINANCIAL CHECK-UP • by JERRY MANN, FRVTA Benefit Consultant**

**Tax Planning Begins Now**

At this time of the year many financial advisors are helping their clients take advantage of things they can do NOW that will reduce their tax burden for tax year 2021.

Except for contributions to an IRA (you have until April 15, 2021) or to a pension or profit-sharing plan that was set up

this year or prior, employers have until March 15, 2021 (plus extension to October 15) to make a contribution that will reduce their 2019 tax burden. If you don't have a plan yet, it is not too late to set one up for 2019.

For virtually EVERYTHING ELSE, the window closes December 31, 2020 at midnight. For example, depending on age, employer paid premiums for Long Term Care (LTC) insurance may be deducted for S corporations and Limited Liability companies. There is no age limits for C-Corporations. Deductible amounts are as follows by age bracket:

Age 40 and below	\$ 430
'41 to 50	\$8,103
'51 to 60	\$1,630
'61 to 70	\$4,350
'71 and over	\$5,430

LTC premiums paid by the employer ARE TAX DEDUCTIBLE to the employer and not taxable to the employee. What a great break! Premiums can even be paid for an employee's spouse and tax deducted. Many companies have enough employees where there may be an opportunity for further reduction in premium if multiple employees (and their spouses) are insured.

Many do not wish to address the possibility of requiring Long Term Care (LTC) whether at home, an assisted living facility (ALF), group home or a nursing home environment. That's pretty short-sighted since the Department of Health and Human Services completed a study showing about two thirds of people reaching age 65 alive will require care for some length of time before they expire. And the cost is expensive wherever you receive care.

In the greater Tampa Bay area where I live, the average daily rate in a skilled facility is \$319 according to a recent study. That's about \$116,435 for just one year! The room rate for an AVERAGE facility is \$319.15 per day. Who wants to be in an average facility when care is needed? ALF's generally cost about 60-70% of skilled facilities. At 50%, the cost is still about \$160 per day, or about \$58,400 per year.

Does this potential liability give you pause? If not, it should. Imagine you actually make it to age 65. Wouldn't a liability like this wreck most folk's retirement income? Who wants that?

But there are options about how to plan for such an event. Whether you fully insure for it, partially insured (you pay some out of savings, insurance pays the balance) or ignore it. You should really have a plan that has been well thought out, viable and affordable. See your insurance advisor and or CPA for guidance. If you need any information on LTC, contact me for a confidential review.

Jerry Mann, owner of Mann and Associates, Inc., has been a member of FRVTA Region 3 since 1996 and has served as Regional Treasurer three times. For other tax-saving ideas and insurance solutions, contact Jerry at 813-541-6071 or 813-769-1829. You can also reach Jerry online at [Jerry@mann-benefits.com](mailto:Jerry@mann-benefits.com).

**Surge in RV Shipments Projected Through '21**

RV shipments are expected to surpass 400,000 wholesale units by the end of 2020 and see continued growth in 2021 to more than 500,000 units, according to the Fall 2020 RV RoadSigns prepared by ITR Economics for the RV Industry Association (RVIA).

The new projection sees total shipments ranging between 414,200 and 434,500 units with the most likely 2020 year-end total being 424,400 units. That total would represent a 4.5% gain over the 406,070 units shipped in 2019, overcoming a nearly two-month RV Industry shutdown due to the COVID-19 pandemic. Initial estimates for 2021 have a range of 494,400 to 519,900 units with a most likely outcome of 507,200 units, a 19.5% increase over 2020.

The 507,200 units projected for 2021 would represent the best annual total on measurable record for the RV Industry, eclipsing the 504,600 units shipped in 2017. The projected 424,400 units in 2020 would be the fourth-best total on record.

Towable RV shipments are anticipated to reach 383,900 units in 2020 and 452,500 units in 2021. Motorhome shipments projected to finish at 40,500 units in 2020 and 54,700 units in 2021.

"The RV Industry has experienced strong consumer growth over the past 10 years, but the recent soar in consumer interest in RVing driven by the Covid-19 pandemic has led to a marked increase in RV shipments to meet the incredibly strong order activity at the retail level," said RV Industry Association President Craig Kirby. "This new forecast confirms what we have been seeing across the country as people turn to RVs as a way to have the freedom to travel and experience an active outdoor lifestyle while also controlling their environment."

ITR Economics also reports that their system of leading economic indicators is rising, creating positive conditions for RV shipments to approach record levels. Supply chain issues and labor tightness are short-term uncertainties that could limit the gains in shipments.—RVIA



## MEMBER SPOTLIGHT

### *New FRVTA Chairman Rob Cochran Reflects on His Former Position and His New Role*

New FRVTA Chairman Rob Cochran says the two years he spent as president of the Association allowed him to pursue several goals. Among them was ensuring that a very important transition within the organization would be smooth.

“I knew there was a possibility that [former Executive Director] Lance Wilson might retire. He’s an RV/MH Hall-of-Fame inductee and steadied the ship all along. One of my major goals was making sure we had a smooth transition and that things continued as well as they had been. We seated longtime FRVTA Marketing Director Dave Kelly as the new executive director. We’re very excited about his confidence and, especially, his enthusiasm about the position and the fresh, new ideas he has.”

Rob says he is very proud of how the Association expanded during his time as president. “The RV SuperShow has grown. The numbers and the participation certainly were fantastic again last year. You just want to add value wherever you can to the staff and to the industry as a whole, and I think I’ve played a role in making sure that’s happened.”

Rob doesn’t recall any situation he dealt with during his presidency that he would handle differently given the chance, but he says one issue could have been addressed sooner. “Maybe we could’ve moved a little faster on some of the consolidating dealers and really figured out how to communicate better with them and get them into the fold. In trying to help both the smaller, individual dealers and the larger, consolidated dealers, you have to position yourself to understand both points of view so you can present a viable product for both. I think we could’ve gotten ahead of that a little sooner, but we’ve got a great plan going forward.”

In his new role as FRVTA Chairman, Rob’s first order of business is to support the new President, “just to make sure there’s a sounding board for Brian [Copley] and making sure I can support him as well as Nelda [Iacono, outgoing chairman] supported me. There’s some new blood on the board of directors, so I want to be a resource for them. In addition, as I did as president, I’ll look to the

horizon and see what’s upcoming and look at not only where we are, but where we’re headed and make sure we’re positioned to be a relevant industry resource.”

Rob sees the COVID-19 pandemic as one of the greatest challenges facing Florida’s RV Industry. “There are several challenges currently, mostly supply challenges. Manufacturers can’t have three people working together to stack a pallet anymore, so there’s a lot of logistics and material issues.”

Despite this, he also sees reason for optimism. “Of all the industries to be in right now, the RV Industry is probably the best one. The demand for RVs continues to grow, so the challenge of providing them is going to be an upcoming issue.”

Not only is there increasing demand for RVs among the general public, but also among Millennials in particular. Rob credits the RVIA and the Go Camping campaign for exposing the lifestyle to them in a manner that caught their attention. “I was actually in Louisville about 10 years ago and GoRVing did a presentation about the size of the Millennial market, and how we might appeal to them, and then actually watching that happen over the last 10 years has been amazing.”

Drawing on his experience as FRVTA President, Rob offers this advice to the Association’s members: “Reach out to all the different segments of your industry and make them feel welcome. From the time I came into the FRVTA, I’ve been very blessed to have mentors and to have the opportunity to tap into some great minds and different viewpoints. As a result, I’ve grown tremendously. We need to provide mentorship and make sure new people in the industry feel welcome, and that they have access to the information and the resources like I did.

“If you’re new to the FRVTA, reach out to the members who are there, and especially the leadership that’s been there for a long time. Draw on that deep knowledge and experience,” concludes Rob. “It’s there for you, and there are great people who are willing to help, so don’t be afraid to ask questions.”



## RV Retail Sales Stay Strong—Best August Ever

The RV Industry's unprecedented resurgence continued through the summer, with retail performance setting a new record for August – the third month in a row for such a feat.

There were 56,096 retail registrations in August 2020 across all RV segments for both the U.S. and Canada, which represents a 14% increase over the 48,238 units from the same period a year ago, according to Statistical Surveys Inc., the Grand Rapids, Mich.-based repository of registration and consumer demographic data.

July 2020 remains the RV Industry's best month ever in terms of retail sales across North America with the final tally of 70,806 retail registrations of RVs recorded in the United States and Canada representing a 27.6% year-over-year increase from the 51,229 units registered in July 2019. Likewise, the updated total of 70,400 retail sales recorded in June 2020 was a 40.7% increase over last year's 41,699 total, and represents the best ever performance for that month.

Looking at August 2020 in the United States, among all motorized and towable RVs, Thor Industries Inc. was the market share leader at 40.5%, followed closely by Forest River Inc. at 40%. Grand Design RV was third at 8.2%. Year-to-date, Thor held a 41.7% market share, followed by Forest River with 39.6% and Grand Design at 8.2%.

In the towables segment, there were 43,832 retail registrations of the travel trailers and fifth wheels in August this year compared to 36,638 last year, a 16.4% increase and the third month in a row to show a year-over-year hike. Thor led the segment with a 41.6% market share, with Forest River registering 39.4% and Grand Design with 8.5% finishing the top three.

Travel trailers saw an 18.3% year-over-year increase,

with 35,357 units sold in August this year versus 28,873 in 2019. Forest River claimed the market share top spot in August at 42%, followed by Thor with 40.4% and Grand Design claiming 6.2%.

Fifth wheels reported 8,475 retail registrations in August of this year, an 8.4% increase over last year's 7,765 units. With a 46.6% market share Thor led the segment. Forest River had 28.6% and Grand Design registered 18% for the next two spots.

After clearing 1,300 units the previous two months, camping trailers dropped to 937 units in August, which was still 18% better than last year's 769 registrations. Forest River dominated the market share at 73.7%, followed by Aliner at 13.4% and Purple Line LLC taking 3.4%.

There were 226 park models RVs registered in August this year, 13 more than the 213 registered in 2019. Market share leaders were Skyline Champion with 31.4%, Kropf Manufacturing at 18.6% and Cavco Industries claiming 11.1%.

In the Class A motorized segment, there were 1,790 retail registrations in August 2020 versus 1,764 units a year ago, representing a 1.5% increase. At 31.5%, Thor claimed the market share lead, with Forest River at 18% and REV Recreation Group with 15.8% rounding out the top three.

Staying in motorized, Class C sales rose 17%, going from 2,358 in August 2019 to 2,843 this year. The market share leaders in this segment were Thor at 48.1%, Forest River with 28.1% and Winnebago Motorized at 10.4%.

Class B sales showed a 46% increase, with 862 motorhomes sold in August 2020 versus 469 units in 2019. The segment's market share leader was Winnebago at 49.4%, followed by Thor with 11.5% and Forest River with 10.9%.—RVBusiness



## September Retail Demand Strong, Lack of Inventory Holding Back Sales

Consumers continue to be interested in buying RVs, but a lack of inventory in dealers' lots is an obstacle in the way of higher retail sales volume, according to dealers surveyed in September by Robert W. Baird & Co. in partnership with RVDA.

The Baird firm reported motorhome sales were "flat to slightly down" in September because, as one dealer wrote, "No inventory for motorized hurt sales in 2020." Another dealer wrote, "We have only one new motorhome in stock. We expect more units to arrive in early November."

In aggregate, dealers reported having only 24 days worth of motorhome inventory, compared with over 100 days a year-ago. Eighty-one (81) percent of dealers said their motorhome inventory was "too low" and none said it was "too high."

In the towables sector, dealers said their retail sales in September "improved in the high-teens percent" but that they had only 30 days worth of new towables inventory, compared with over a 100-days during September 2019. Ninety-seven (97) percent of dealers said their new towables inventory was too low and none said it was too high.

"If the supply chain can start getting caught up, we will have great sales, but I don't see that happening any time soon," wrote one dealer, who added that a major supplier told him it "won't have any products available until March 2021." -RV Executive Today Online





## FRVTA 2021 SHOW SEASON



**Florida RV SuperShow**  
**JANUARY 13 – 17**  
*Florida State Fairgrounds*  
 4800 US Highway 301 North • Tampa  
 2020 Attendance – 74,861



**Fort Myers RV Show**  
**JANUARY 21 – 24**  
*Lee Civic Center*  
 11831 Bayshore Rd. • Ft. Myers  
 2020 Attendance – 11,810

**Jacksonville RV Show**  
**FEBRUARY 11 – 14**  
*Jacksonville Equestrian Center*  
 13611 Normandy Blvd. • Jacksonville  
 2020 Attendance – 8,975



**West Palm Beach RV Show**  
**FEBRUARY 18 – 21**  
*South Florida Fairgrounds*  
 9067 Southern Blvd. • West Palm Beach  
 2020 Attendance – 6,303

**Ocala RV Show**  
**MARCH 4 – 7**  
*Florida Horse Park*  
 11008 US Highway 475 South • Ocala  
 2020 Attendance – 8,254



**Tampa Bay Summer RV Show**  
**JUNE 10 – 13**  
*Florida State Fairgrounds*  
 4800 US Highway 301 North • Tampa  
 2020 Attendance – CANCELED  
 2019 Attendance – 6,103



**Shows Still Being Discussed**  
**Region 1:** SuperSaver (April)  
**Region 2:** Spring  
**Region 4:** Spring

### NEW MEMBERS

- **NORTH FLORIDA RV STORAGE LLC**
- Robert Rothenhausler
- 200 State Rd 206 W
- St Augustine, FL 32036-7971
- PH: 904-315-0083
- Email: [info@oceangroverrvstorage.com](mailto:info@oceangroverrvstorage.com)
- Service, Region 6
- **DANA DRAKE'S COUNTRYSIDE RV**
- Vince Ponciano
- 4127 US Highway 17
- Green Cove Springs, FL 32043-8137
- PH: 904-945-7812
- Website: [www.danadrakescountysiderv.com](http://www.danadrakescountysiderv.com)
- Email: [danadrakescountysiderv@gmail.com](mailto:danadrakescountysiderv@gmail.com)
- Service, Region 6
- **LIFE ESSENTIALS, INC**
- Bill Begley
- 5364 S US 231
- Wolcott, IN 47995-8032
- PH: 765-563-3158
- Fax: 765-807-3257
- Website: [www.lifeessentiallifts.com](http://www.lifeessentiallifts.com)
- Email: [lifeessentials@earthlink.net](mailto:lifeessentials@earthlink.net)
- Supplier, Region 10
- **CLEARWATER MOTORCOACHES, INC**
- Richard Simpson
- 4455 Ulmerton Rd
- Clearwater, FL 33762-4140
- PH: 727-614-8243
- Website: [www.Clearwatermotorcoach.com](http://www.Clearwatermotorcoach.com)
- Email: [Richard@Clearwatermotorcoach.com](mailto:Richard@Clearwatermotorcoach.com)
- Dealer, Region 3

*If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at [davekelly@frvta.org](mailto:davekelly@frvta.org) in the State Office.*

## MEETING DATES



- Region 1 • November 5 • SHOW DRAW • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda*
- Region 2 • November 11 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions • Palm Beach Gardens*
- Region 3 • November 10 • ZOOM MEETING*
- Region 4 • November 18 • Tony Roma's • 8560 International Dr • Orlando*
- Region 5 • November 18 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin*
- Region 6 • No Meeting • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*
- Region 7 • November 24 • Braised Onion • 754 NE 25th Ave • Ocala*

**ALL MEETINGS: Face Masks Required • Social Distancing Observed**  
**Cocktails 6:30 PM • Dinner 7:00 PM**

These are the only publications dedicated to RVing in Florida.

## RVers GUIDE TO FLORIDA

Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee which increases visibility while providing consumers with your logo recognition. The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus 'rack' locations statewide.

**Circulation: 110,000+**

**Total Audience: 240,000+**

*Interstate distribution of the RVers Guide to Florida currently includes twenty-four (24) racks at Rest Area locations on I-10, I-75, I-95 and I-4. Three (3) Official Visit Florida Welcome Centers, six (6) Turnpike Service Plaza locations, two (2) Tourist Information Centers. In 2014, FRVTA and Pilot Flying J Travel Centers began a rack program that continues to be a valuable and ongoing partnership with over 31 racks in Florida and South Georgia.*

## RV SUPERSHOW PROGRAM

Celebrating its 36th year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need. The SuperShow Program also includes editorial on "points of interest" throughout the state making the publication "A Year-Round Keeper" magazine. Get your message in the hands of thousands of qualified RV buyers during this five day show!

**Circulation: 35,000+**

*(at both show entrances)*

**Total Audience: 74,000+**

## WEB & SOCIAL MEDIA

FRVTA's website has been designed for the consumer looking for information on upcoming RV Shows and the Florida RV Lifestyle. The site also features our members by region, points of interest and stories related to Florida for the RV consumer.

Members who advertise in the publications can advertise on the website for a discounted rate. Tile advertising is offered on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$600, depending on the contract term. We have added a rate for FRVTA members that only want to advertise on the website.

**Avg. Unique Monthly Users: 25,500**

**Avg. Monthly Page Views: 82,000+**



**SOCIAL FOLLOWING:**

**13,592+**

*Source - Google Analytics, 3/31/20*



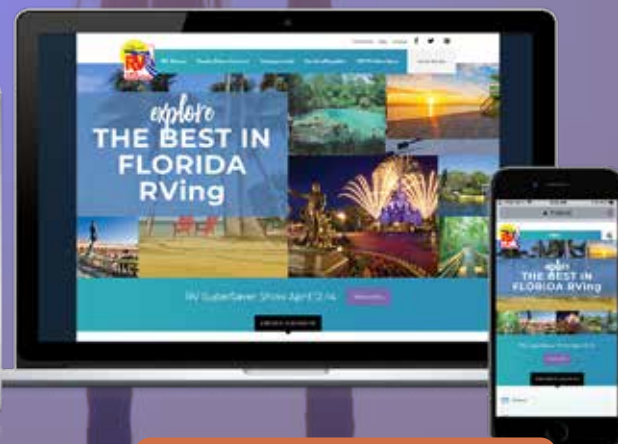
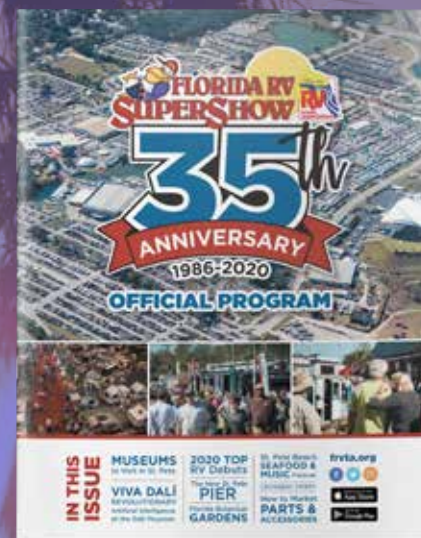
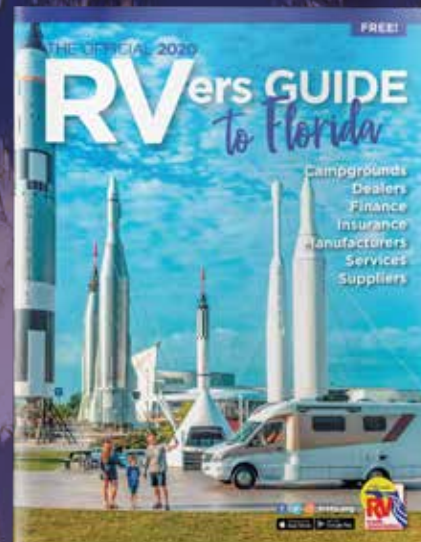
**FRVTA.org**

For additional information or to reserve your advertising space, contact Deanna Pearce directly at **(863) 318-0193** or by email at **dlpearce7@gmail.com**

ADVERTISING

Opportunities

**NO RATE INCREASE FOR 2021**



**CLICK HERE TO DOWNLOAD OUR 2021 MEDIA KIT - RATES, DISTRIBUTION, DEADLINES, AD SPECIFICATIONS**